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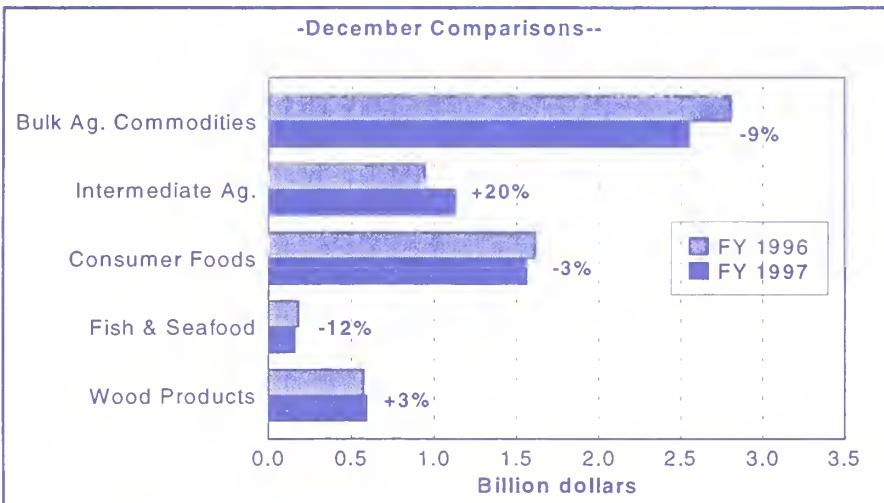




# Agricultural Trade Highlights

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## Exports Drop 2 Percent in December



U.S. agricultural exports totaled \$5.2 billion in December, erasing some gains of the previous two months. This figure is 11 percent lower than the previous month, and 2 percent below the December 1995 level. U.S. fish and forest product export performance was mixed. Forest product exports rose 3 percent to \$592 million, and fish and seafood exports fell 12 percent to \$157 million.

Agricultural exports during the first quarter of fiscal 1997 are running 4 percent ahead of the same period last year. The newly revised agricultural outlook for fiscal 1997 was raised \$1 billion to \$56.5 billion, a 5.5-percent decline over last year. Declines in wheat and corn exports over the next 4-6 months are expected to bring year-to-date sales and the forecast into closer alignment. First quarter fish and forest product exports are running 5 and 11 percent ahead of last year's pace.

At \$2.6 billion in December, U.S. exports of bulk commodities were down 9 percent from December 1995 levels. Large declines for wheat and coarse grain exports were not offset by a gain in

soybean exports. Bulk commodity exports totaled \$7.9 billion during the first quarter of fiscal 1997, largely unchanged from the same period last year. Soybean exports were up 57 percent over year-ago levels to \$2.8 billion due to higher export volume and prices. Prices have strengthened as a result of tighter domestic supplies, and volume has risen due to stronger EU-15 and Asian PacRim demand.

At \$1.1 billion in December, U.S. exports of intermediate products were up 20 percent from December 1995 levels. Exports gained in soybean meal and oil, planting seeds, and sweeteners. Intermediate product exports reached \$3.1 billion during the first quarter of fiscal 1997, up 11 percent from the same period last year. Rising soybean product exports to China, other Asian countries, and the EU-15 account for most of the increase in the entire category.

U.S. exports of consumer-oriented products totaled \$1.6 billion in December, down 3 percent from December 1995 levels. The largest recorded losses were in chilled and frozen red meats, poultry meats, fresh

fruit, and dairy products. December marked the seventh month of unusually slow red meat exports, largely due to reduced sales in Japan. Consumer food exports reached \$5.4 billion during the first quarter of fiscal 1997, up 3 percent from the same period last year. Despite lower December sales, poultry meat exports were up 16 percent in the first quarter.

At \$592 million in December, U.S. forest product exports were up 3 percent from December 1995 levels. Lumber and further-manufactured products (e.g. doors and window frames) also recorded solid increases, which more than offset declines in panel products. Forest product exports totaled \$1.9 billion during the first quarter of fiscal 1997, up 11 percent from the same period last year.

U.S. fish and seafood exports fell 16 percent over December 1995 to \$157 million. Declines were broad-based with crab and surimi recording the largest losses. Fish exports totaled \$658 million during first quarter of fiscal 1997, up 5 percent.

### Inside This Issue...

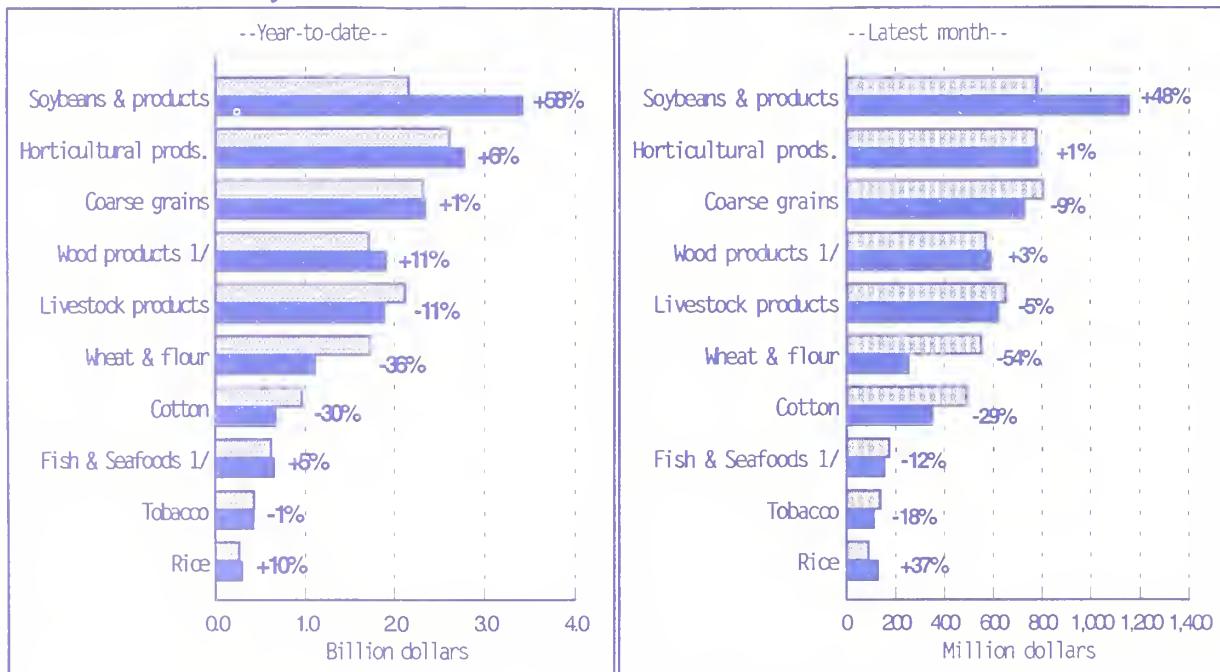
Page

Feature Story:	
USDA Outlook Conference	
Keynote Address .....	3
Regional Agricultural Trade	
Summary	
CY 1990 - 1996 .....	5
U.S. Agricultural Exports:	
By Region .....	29
By Commodity Group ...	30
Foreign Exchange Rates ..	31
USDA Trade Show Calendar .	32

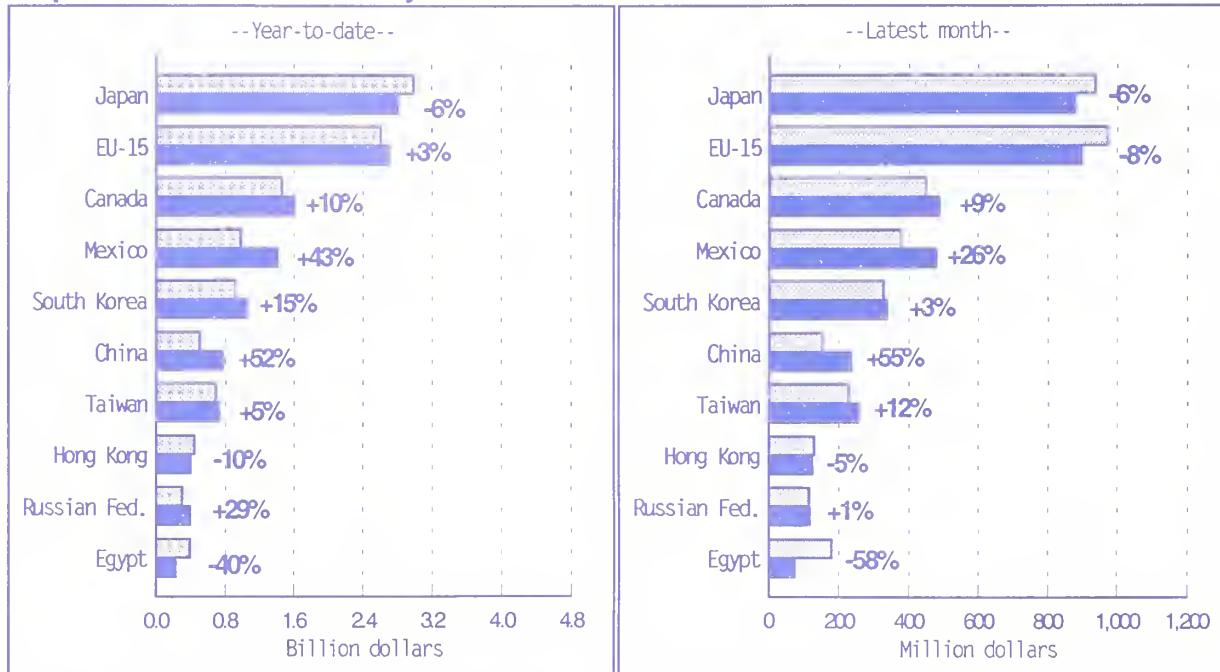
# U.S. Agricultural, Fish, and Wood Export Summaries

October-December and Latest Month Comparisons ■ FY '96 ■ FY '97

## Product Summary



## Top Ten Markets Summary



Note: Percentages are computed as the change from a year ago.

1/ Not included in agricultural totals.

## Feature Story: Secretary Glickman's Keynote Address to the USDA Outlook Conference

*The 1997 Ag Outlook Conference, held February 24 & 25, 1997 in Washington, D.C., attracted both industry and government experts interested in the future of agriculture. The following text is excerpted from Secretary Glickman's keynote address:*

There's an old Turkish proverb that says, "he who speaks the truth better have one foot in the stirrup." I just want to say that I'm quite comfortable up here with both feet on the ground ... I do know there's never been a Secretary who could say--with the same certainty I do today--that the outlook for American agriculture is very, very good.

...We live in optimistic times. Just look at the stock market--4,000...5,000...6,000...7,000--all in the span of a few years. Agriculture's echoing this rally by breaking records of our own--from exports, to farm incomes, to sheer volume produced. President Clinton calls this "the age of possibility." I'm inclined to agree.

This Administration has opened up more doors around the world than any in history. That's why, last year, we hit nearly \$60 billion in ag exports. You may read about airplanes and computers, but the fact is, when people around the world buy American, more than anything else, they buy American agriculture. We are once again #1, and we plan on staying that way.

Our export sales will slip a bit this year--to about \$56.5 billion...It's \$3.5 billion below last year's record levels...the result of grain prices coming back down to earth than anything else. Our sheer volume of exports is still strong. Bulk commodities will be a crowded field. Those numbers will slip slightly. But exports of our high-value products will continue their record climb, and that's a strong signal of what lies ahead.

There's a world of opportunity out there. Some days I feel like I should be the Ambassador of Agriculture. I've just returned from South Africa with Vice President Gore. That was an amazing visit. It's good to see freer markets and freer people making progress together. Our

relationship with South Africa is one of four that Vice President Gore has set up with emerging democracies --along with Russia, the Ukraine and Egypt.

Egypt's a very promising market, it's our biggest in the Middle East. From 1994 to 1996, they've gone from buying \$613 million to \$1.5 billion in U.S. agricultural goods, much of that feed grains for their poultry industry. As a result, their poultry business is booming, incomes are on the way up, and we've got better customers.

We had similar success in South Africa, and it worked both ways. Their national flower is the protea. It's huge and it's beautiful. We recently allowed their imports into the United States. South Africans very much want to see our doors stay open. Subtlety isn't too big over there. We got off the plane. We were greeted with protea. We went for a tour of the countryside. They pointed out the wild protea. We visited a farm...that grew protea. The centerpiece at our reception...the decorations at the press room...you get the picture...

I, on the other hand, talked about Karnal bunt every time they gave me a flower. But it paid off. I returned home with an agreement that South Africa will buy \$34 million in wheat from the quarantine areas that have twice tested negative. This is a major break in the logjam of our perfectly saleable wheat. More will follow. Of course, not all of our trade negotiations are an exercise in diplomatic decorum.

Our relationship with the European Union is particularly tenuous. We had diametrically opposite reactions to last year's tight grain markets. They clamped down with export controls. We said, "no embargo." Later, when stocks eased, they went forward with export subsidies. We held our fire. We still are, but we can't hold out unilaterally forever.

In our '98 budget, I've asked for full funding of our Export Enhancement Program--a \$400 million increase. That's my big stick; I'm prepared to use it if necessary to protect our producers from unfair competition.

This Administration won't hesitate to go to the mat for the rights of our producers. It's important for team USA, but it's equally important to the integrity of the World

## **...Secretary Glickman's Keynote Address**

Trade Organization. It's still young and impressionable. We need to shape it around the principles of fairness.

The big test ahead is the EU ban on U.S. beef cattle raised using hormones. Study after scientific study has shown this beef to be perfectly safe. Under the Uruguay Round, our producers have a right to compete in European markets. We've been denied access for 8 years. So we've taken the EU to the WTO on this; I expect a decision in the coming months. We have a solid case, and we're optimistic that those markets will soon be fair game.

Phony science trade barriers are one of the biggest threats to fair trade. As traditional barriers fall away, every government--including our own--is facing pressure to be creative. We can't give in. As one cattleman colorfully put it, mixing trade with politics is the easiest way to get your butt kicked.

Sound science must be our referee. That's why we lifted the ban on Mexican avocados. Our scientists had concerns about the spread of pests. We worked through them and developed a satisfactory system. Now that we've shown our commitment to resolving disputes with science, we're seeing it reciprocated.

Just last week, Mexico accepted our sweet cherries into their markets. That's a \$7 million decision for our producers. Fairness won't guarantee that we win every argument. But it ensures a level playing field, and that's all America needs to succeed...

We're setting the world standard--on principle, on productivity, on quality, on safety. We're the most competitive nation in the world. So we should see the world for what it is--96% of our potential customer base.

That means pushing forward on freer trade--extending NAFTA into South America, expanding the WTO and pressing for further reductions in trade barriers in the 1999 GATT negotiations. The major farm groups have largely rallied behind expanding freer trade. They should be commended for doing so.

It's forward thinking, but it doesn't win popularity contests. This, for me, is one of the fundamental

mysteries of our time. You won't find a stronger case out there for freer markets than U.S. agriculture. Expanding trade has driven our record growth, and it's the only way we can sustain it. Domestic demand is relatively flat. It's world demand that's going through the roof--especially in Asia and Latin America where populations and incomes are skyrocketing. Open doors are wide open opportunities...as long as agriculture stays in the mix of trade negotiations.

And we need a fighter...particularly on China. I know she's going to talk about that. I'll just say that the latest signals on the agricultural front are not good. For the past two years, the Chinese government's been fixated on self sufficiency and has intensified its role in basic ag commodity markets. This certainly doesn't help their case for joining the WTO.

Part of the whole point of freer markets is the guarantee that countries who can't grow enough food can buy enough food. That's why the United States was so adamant against a grain embargo. We're serious about being that reliable supplier. If China's successful in boosting its grain production, there might be a dampening of world demand in the short run. But it's hard to believe--given their population demands--that we won't soon see a return to imports.

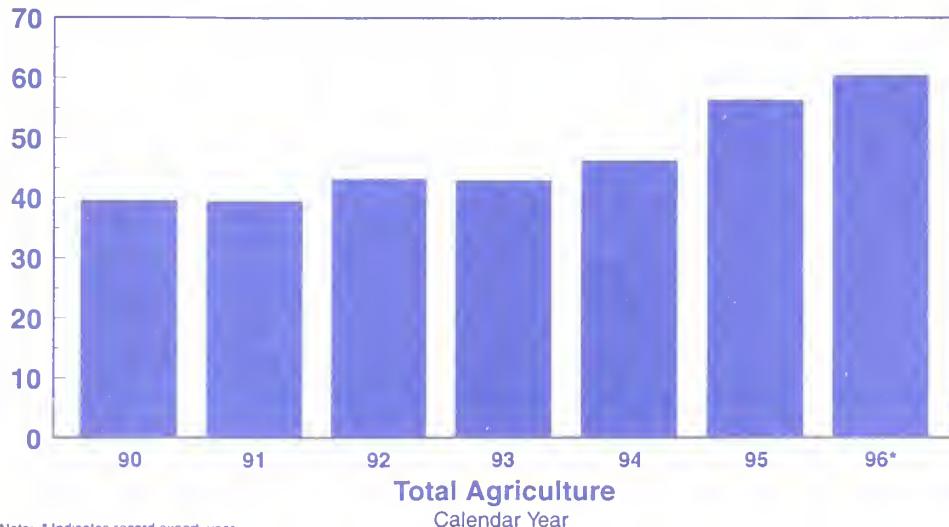
### **CONCLUSION**

So, for a government that's getting out of the day-to-day business of agriculture, I'm certainly finding myself very busy these days.

A wise man once said there are three basic questions in life. Where have we been? Where are we now? And how the heck did we get here? He sounds like a farmer. We don't have a whole lot of faith in crystal balls, but it's hard not to have faith in all the positive changes taking place. Gandhi once said, "The difference between what we do and what we are capable of doing would suffice to solve most of the world's problems." I think we, in agriculture, are just beginning to comprehend all that we are capable of achieving. If we face the challenges and the risks ahead together, then agriculture's future will surely surpass even its own stunning history.

## *Global U.S. Agricultural Exports*

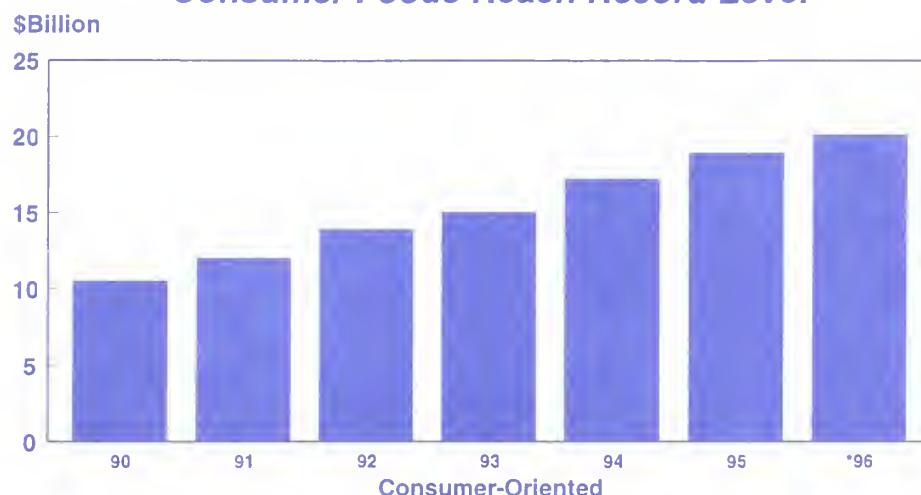
**U.S. Agricultural Exports Reach \$60 Billion Record in 1996**  
\$Billion



Note: \* Indicates record export year

## *Global U.S. Agricultural Exports: Consumer Foods*

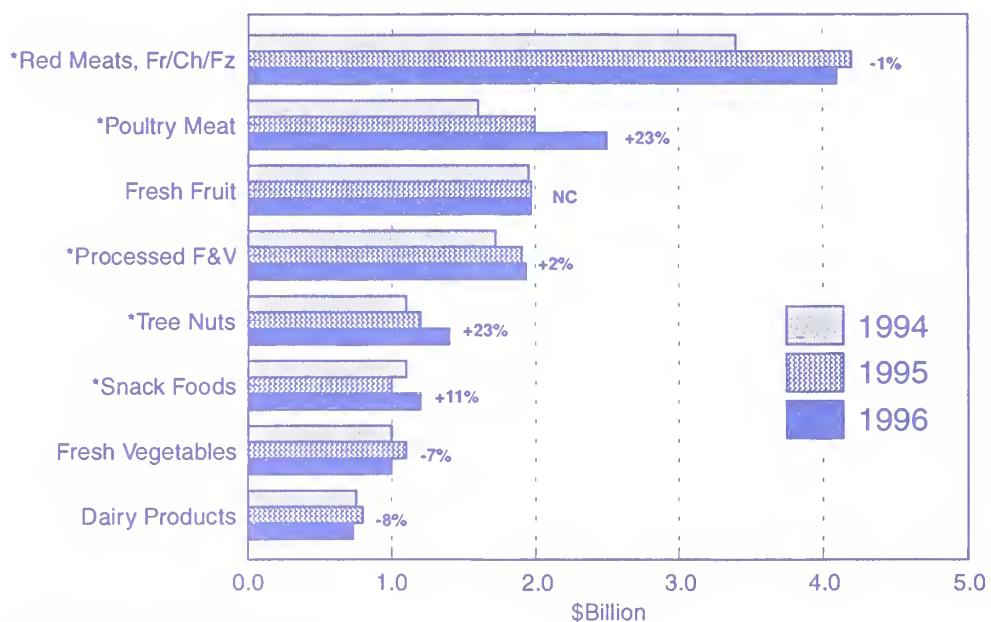
**Consumer Foods Reach Record Level**



Note: \* Indicates record exports

## Global U. S. Consumer Food Exports By Category

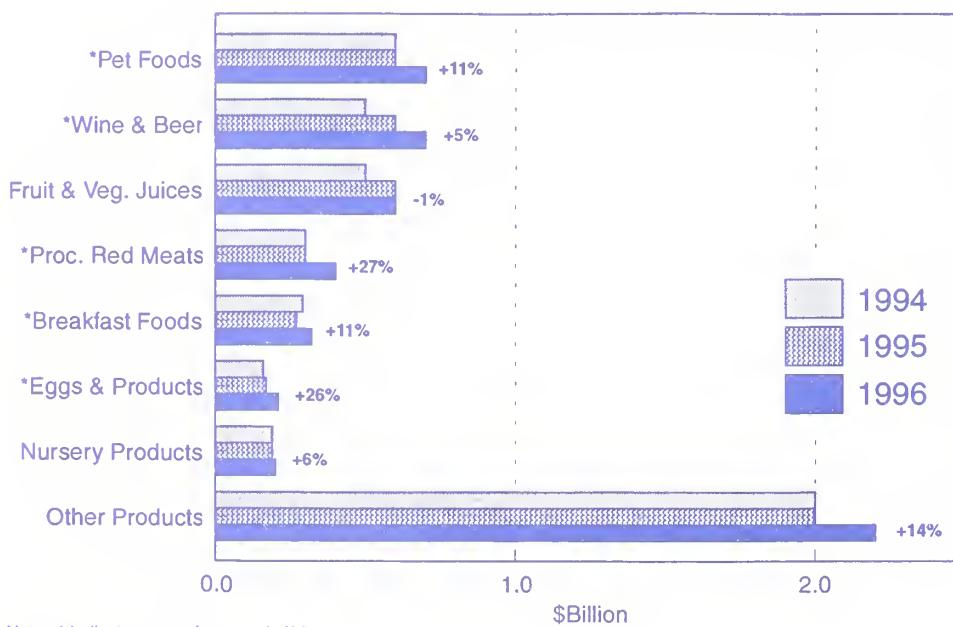
### *Consumer-Oriented Trend 94-96*



Note: \* Indicates record exports in '96

## Global U. S. Consumer Food Exports By Category

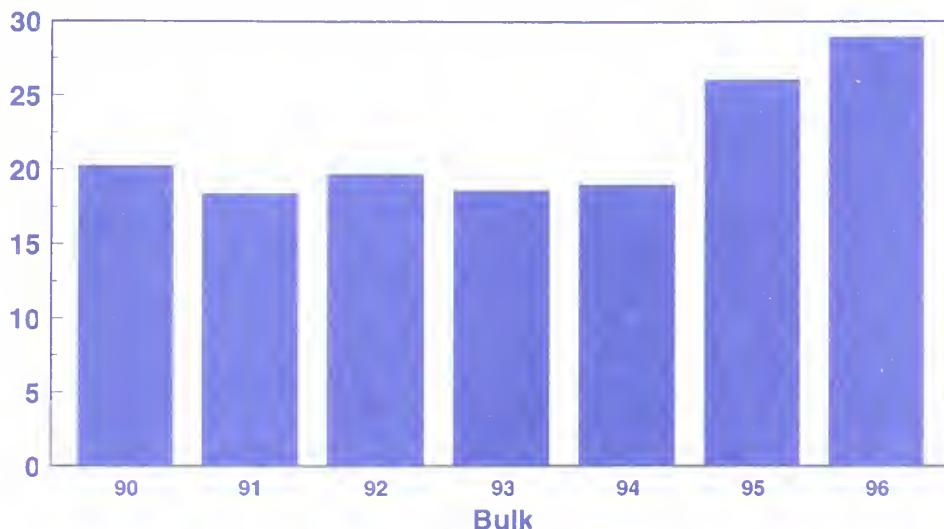
### *Consumer-Oriented Trend 94-96*



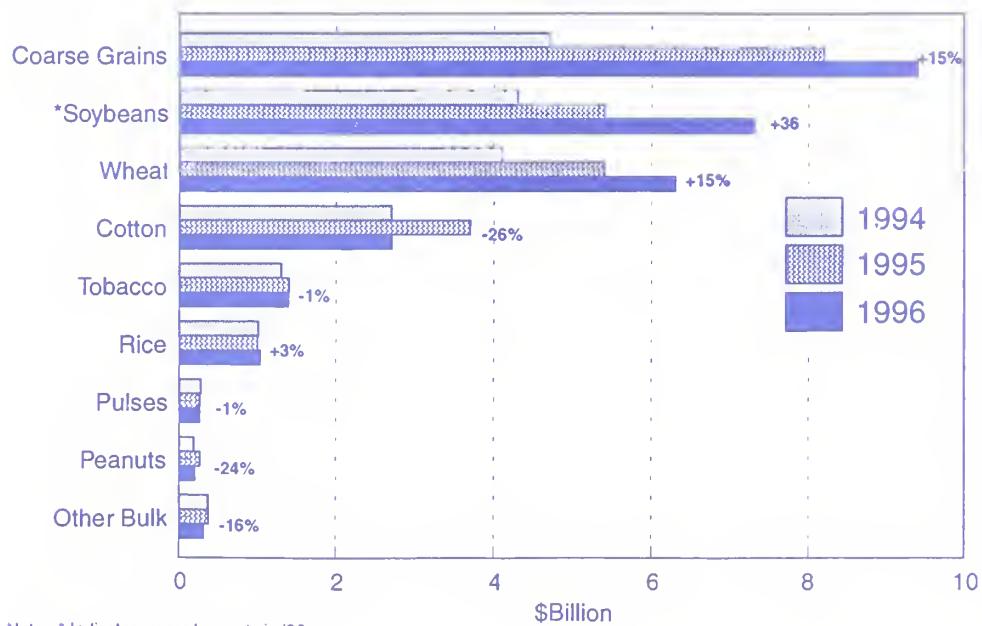
Note: \* Indicates record exports in '96

## *Global U.S. Agricultural Exports: Bulk Products*

*U.S. Bulk Exports Reach Highest Level This Decade*  
\$Billion



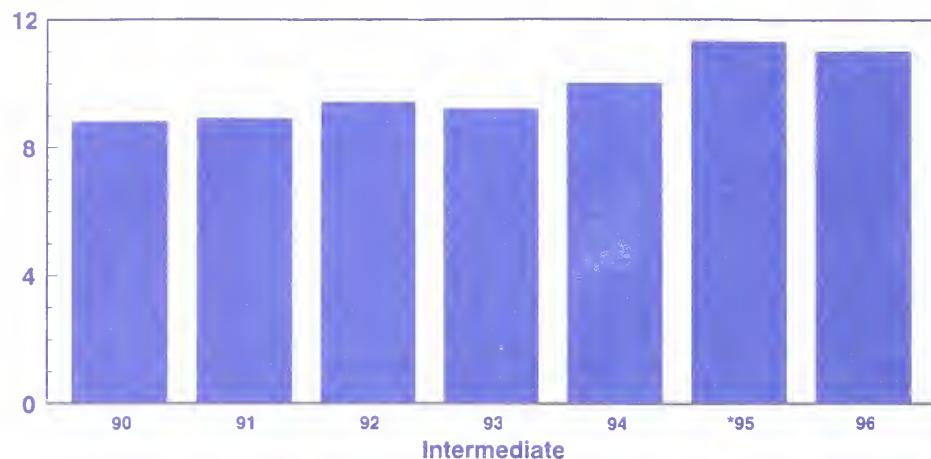
## *Global U.S. Bulk Exports by Category Bulk Trend 94-96*



Note: \* Indicates record exports in '96

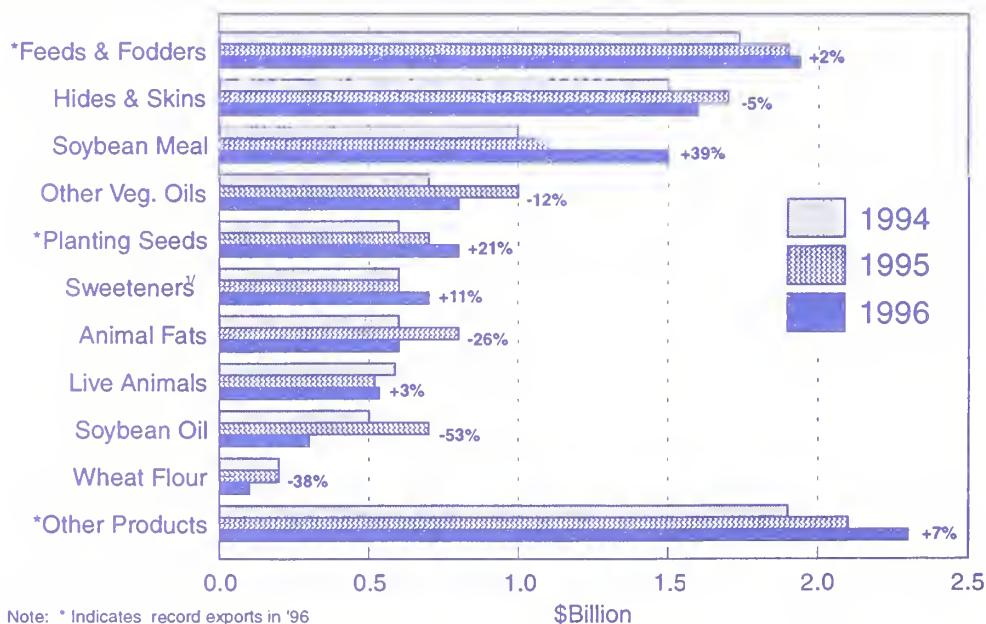
## Global U.S. Agricultural Exports: Intermediate Products

**1996 U.S. Intermediate Sales Nearly Match 1995 Record Level**  
\$Billion



Note: \* Indicates record export year

## Global U.S. Intermediate Exports By Category Intermediate Trend 94-96

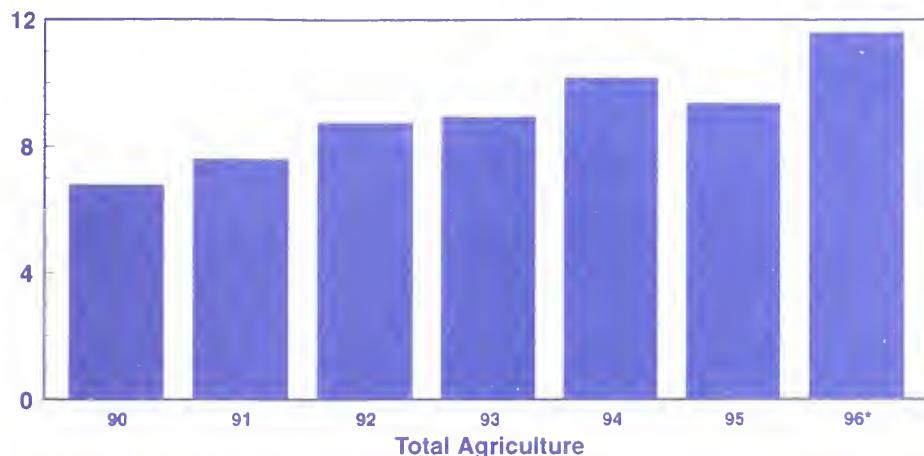


Note: \* Indicates record exports in '96  
1/ Includes Sugars & Beverage Bases

## U.S. Agricultural Trade: North America

*U.S. Agricultural Exports Reach Record Level in 1996*

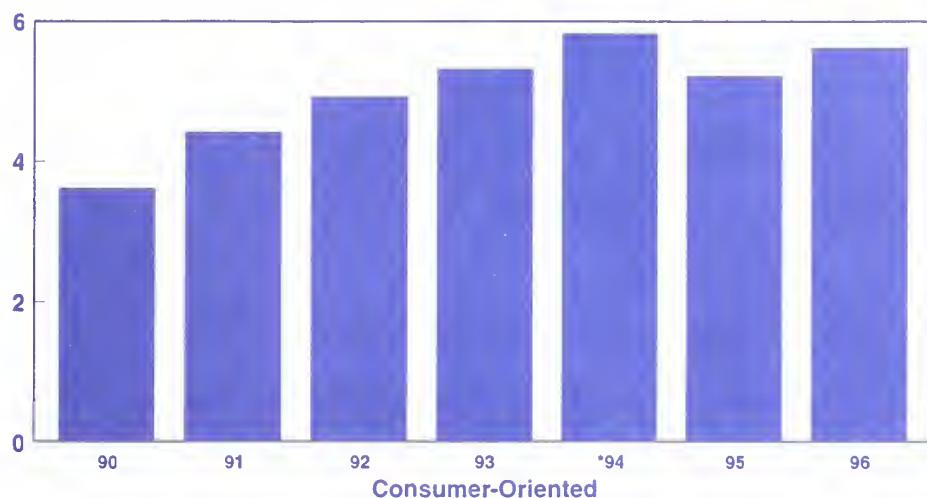
\$Billion



Note: \* Indicates record export year

## U.S. Agricultural Trade: North America Consumer Foods

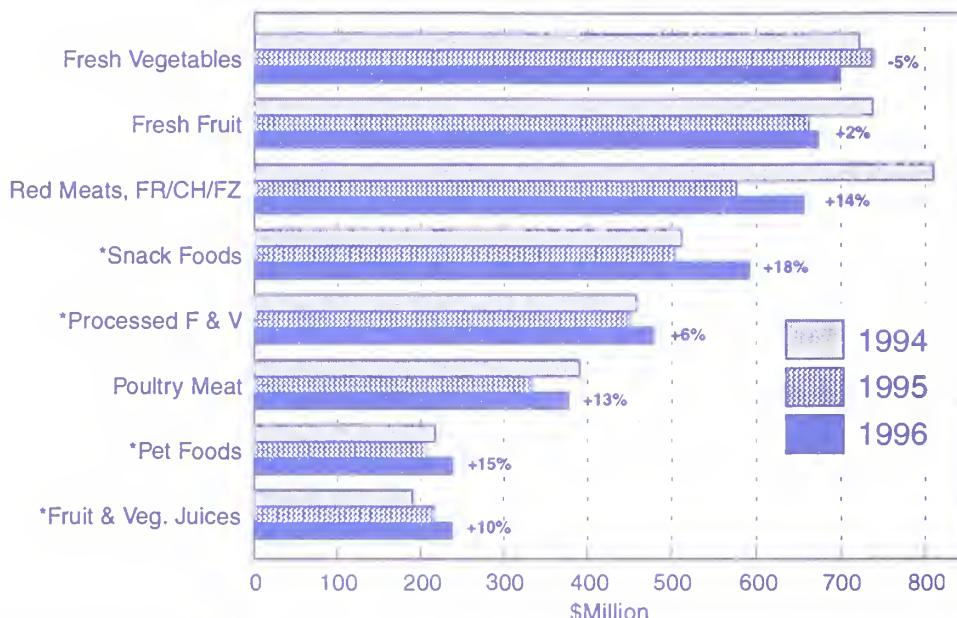
\$Billion



Note: \* Indicates record export year

## U.S. Agricultural Trade: North America

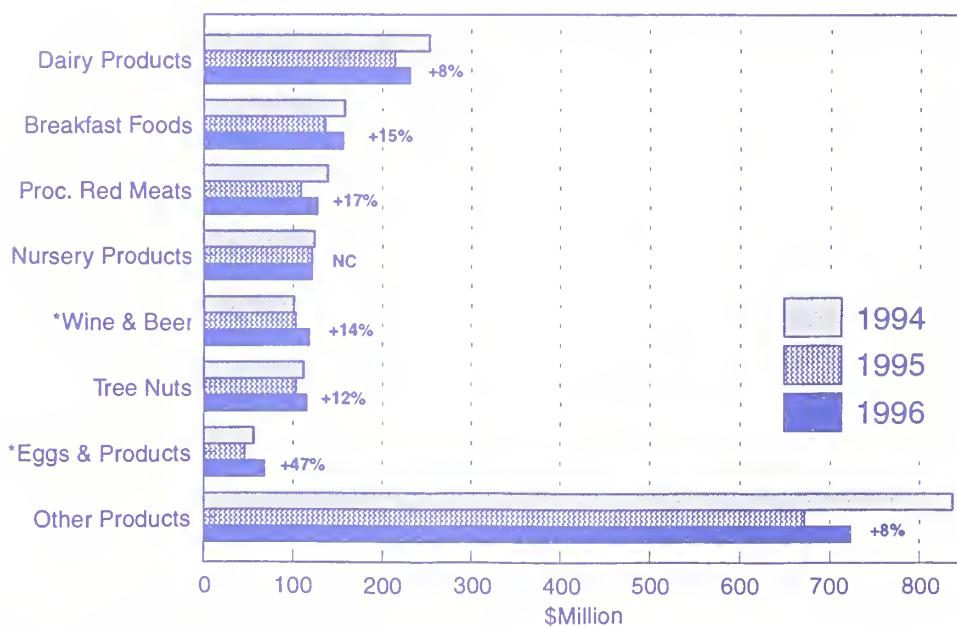
### *Consumer-Oriented Trend 94-96*



Note: \* Indicates record exports in '96

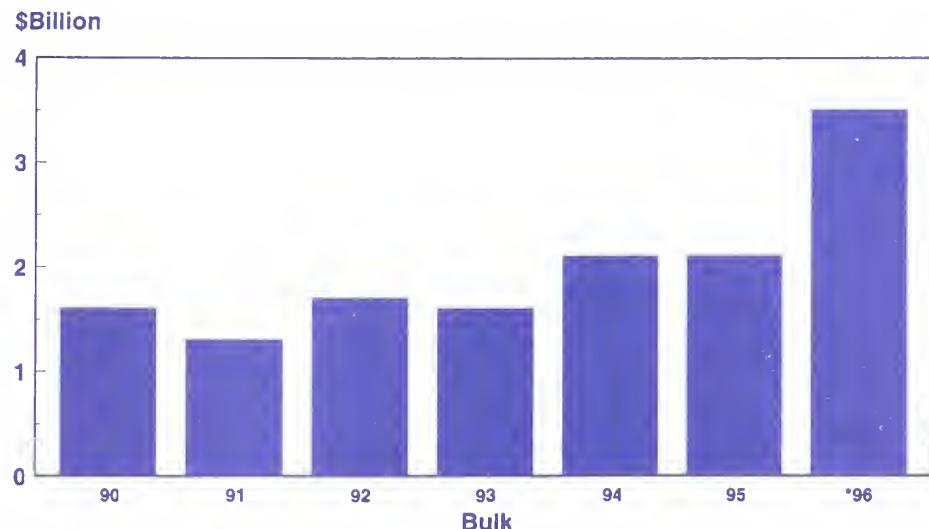
## U.S. Agricultural Trade: North America

### *Consumer-Oriented Trend 94-96*



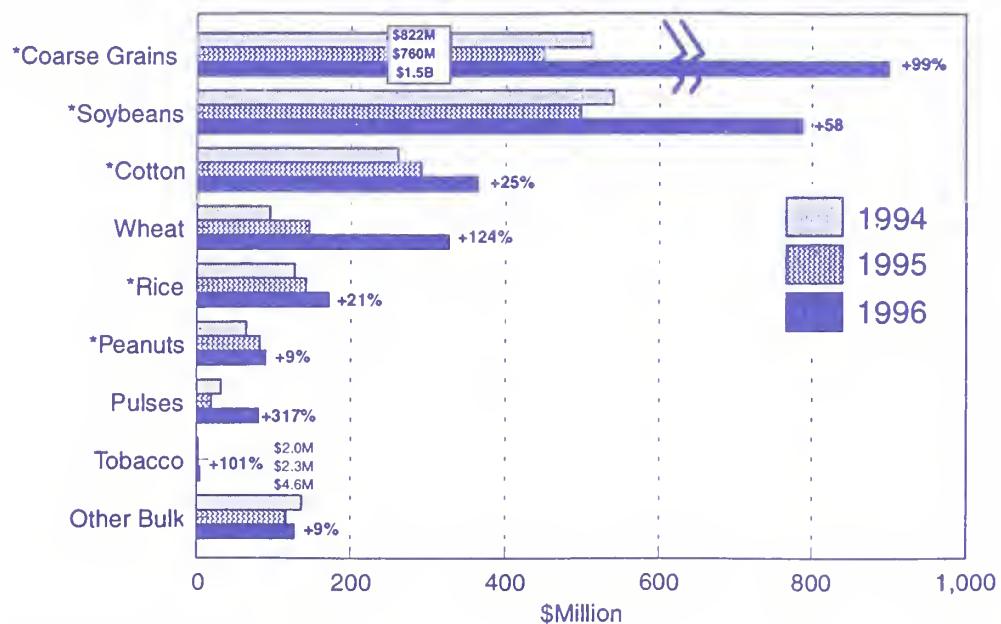
Note: \* Indicates record exports in '96

## U.S. Agricultural Trade: North America Bulk Products



Note: \* Indicates record export year

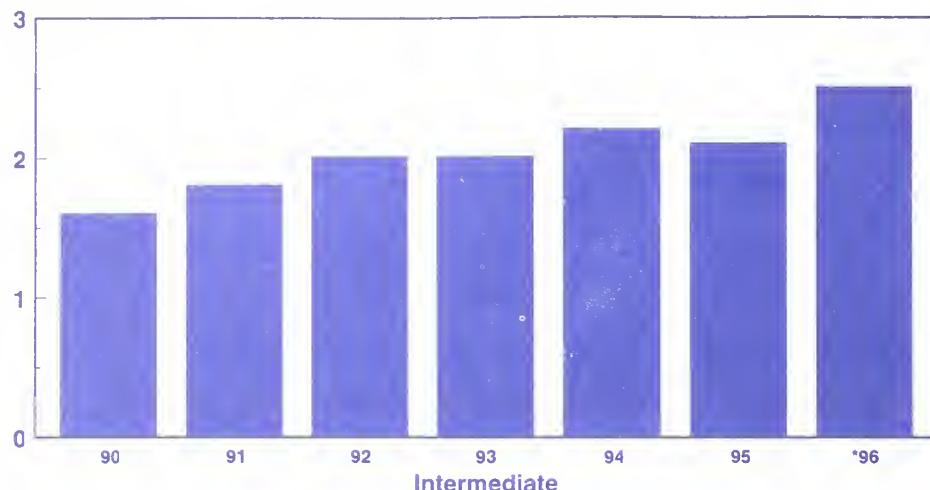
## U.S. Agricultural Trade: North America Bulk Trend 94-96



Note: \* Indicates record exports in '96

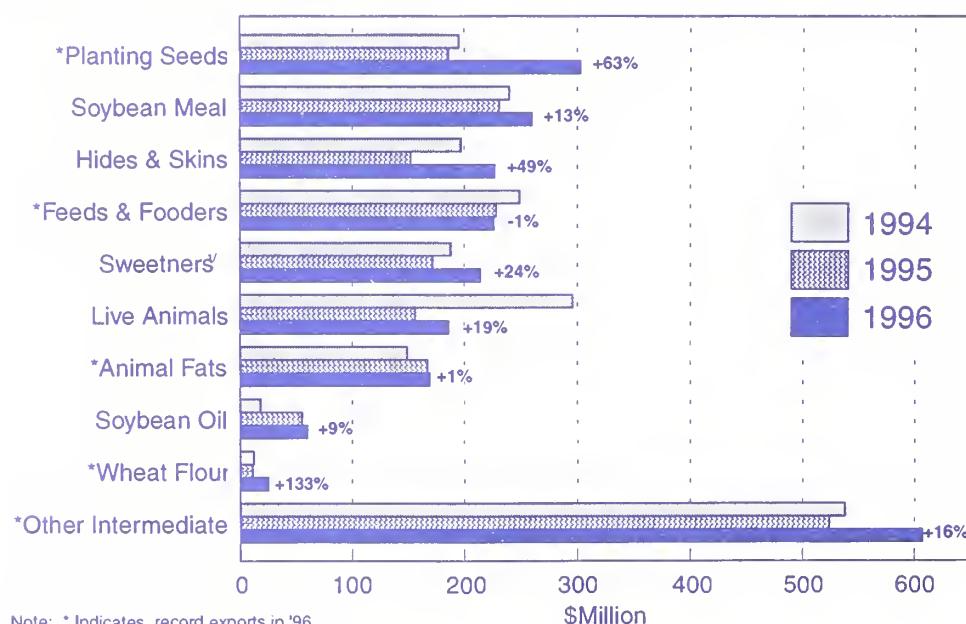
## U.S. Agricultural Trade: North America Intermediate Products

\$Billion



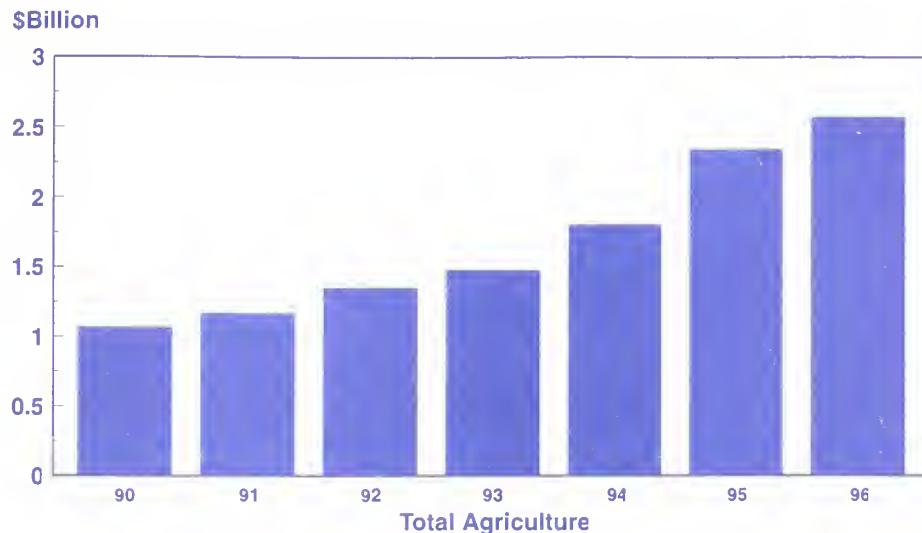
Note: \* Indicates record export year

## U.S. Agricultural Trade: North America Intermediate Trend 94-96

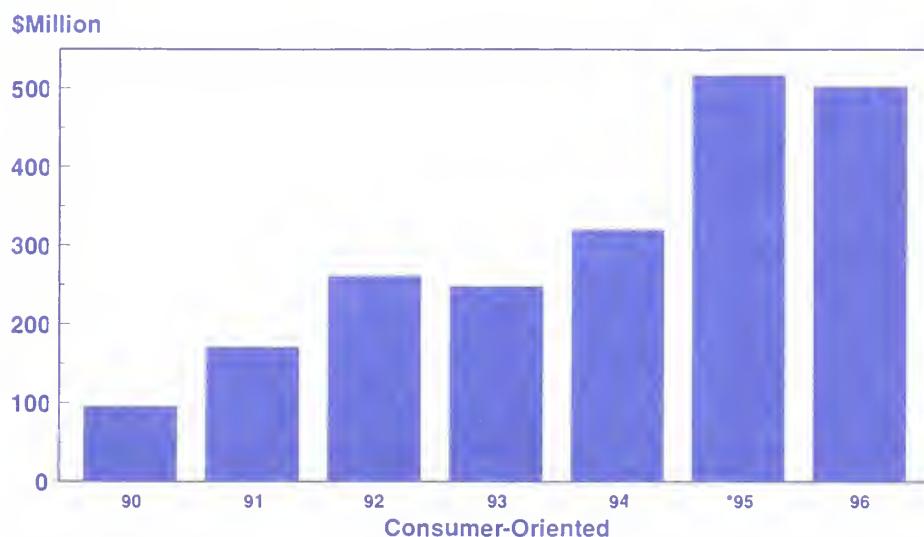


Note: \* Indicates record exports in '96  
1/ Includes Sugars & Beverage Bases

## U.S. Agricultural Trade: South America



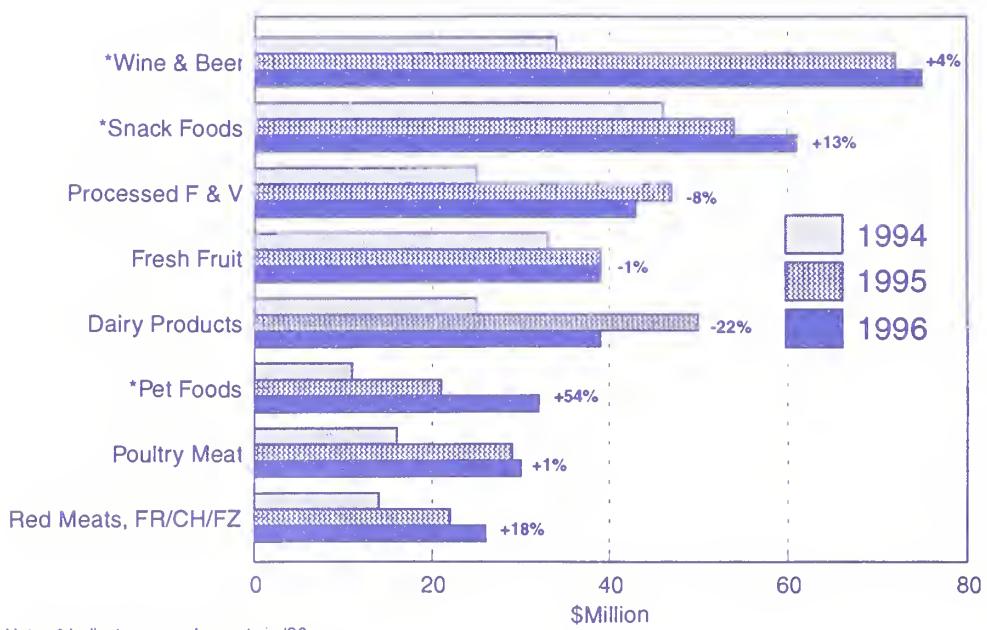
## U.S. Agricultural Trade: South America *Consumer Foods*



Note: \* Indicates record export year

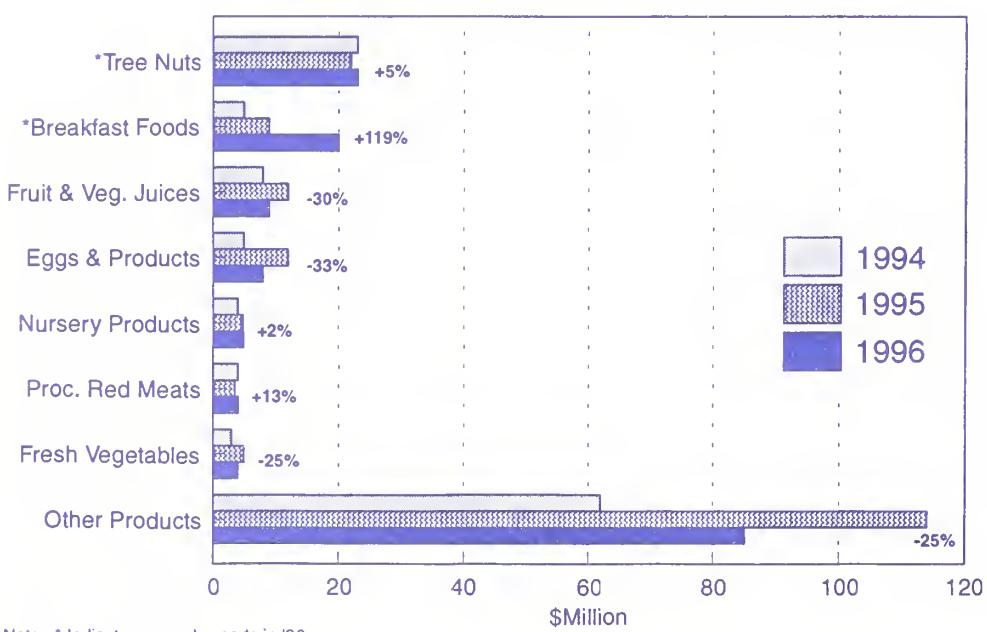
## U.S. Agricultural Trade: South America

### Consumer-Oriented Trend 94-96

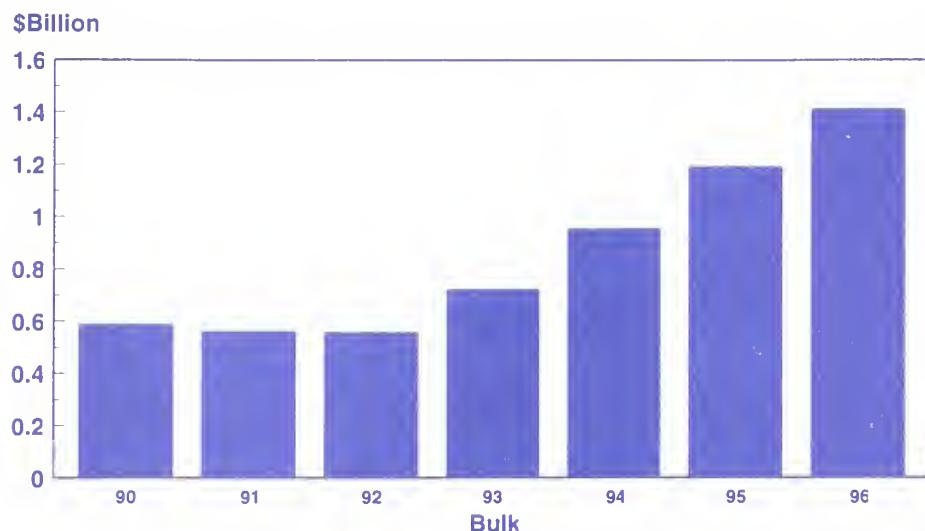


## U.S. Agricultural Trade: South America

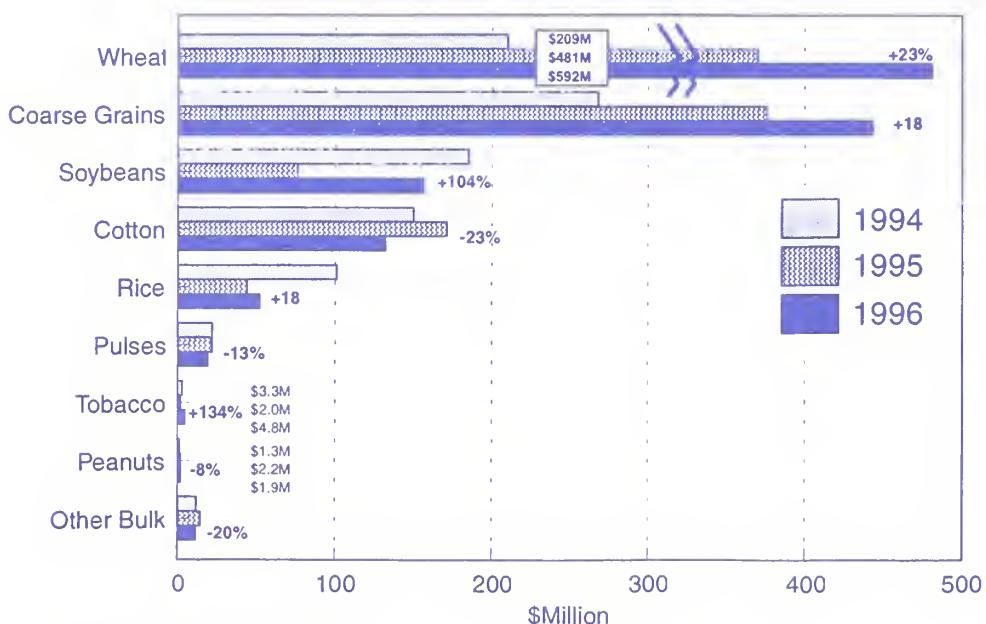
### Consumer-Oriented Trend 94-96



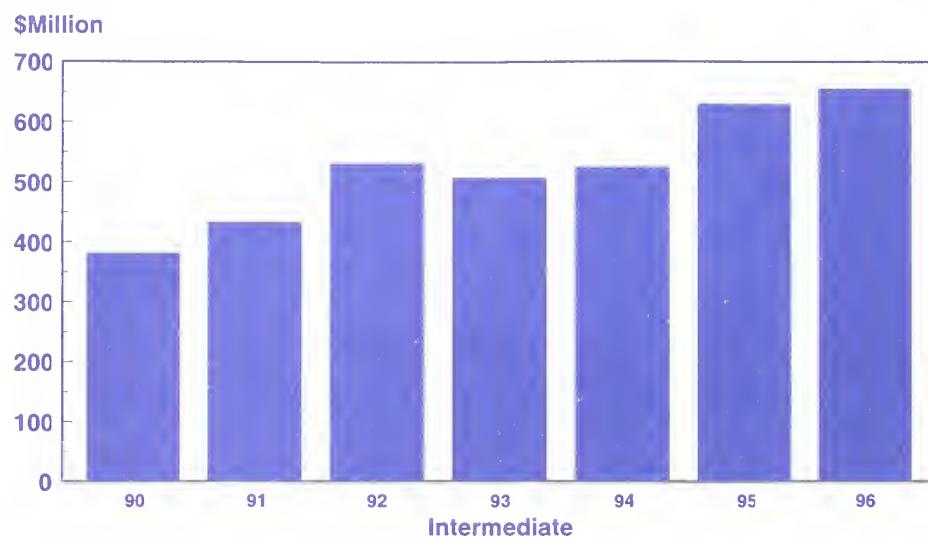
## U.S. Agricultural Trade: South America Bulk Products



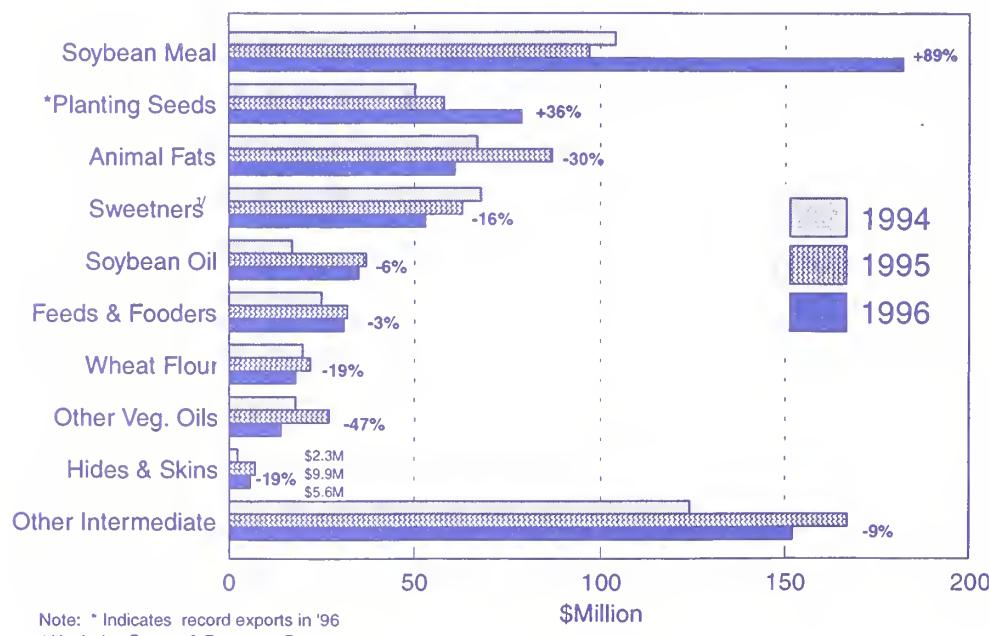
## U.S. Agricultural Trade: South America Bulk Trend 94-96



## U.S. Agricultural Trade: South America Intermediate Products

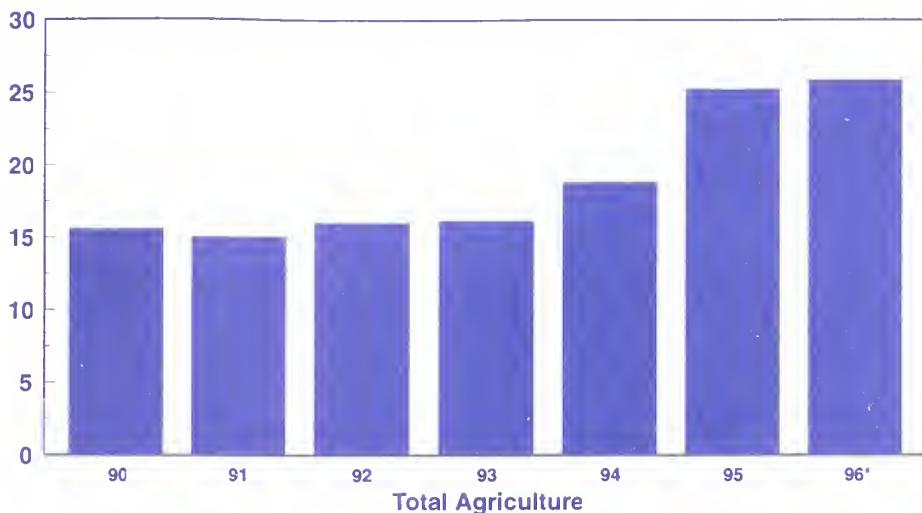


## U.S. Agricultural Trade: South America Intermediate Trend 94-96



## U.S. Agricultural Trade: Pac Rim

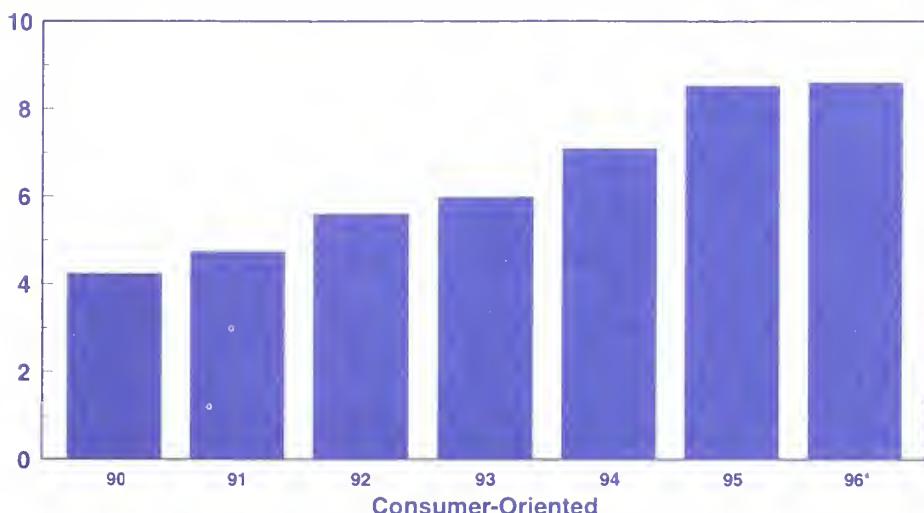
\$Billion



Note: \* Indicates record export year

## U.S. Agricultural Trade: Pac Rim *Consumer Foods*

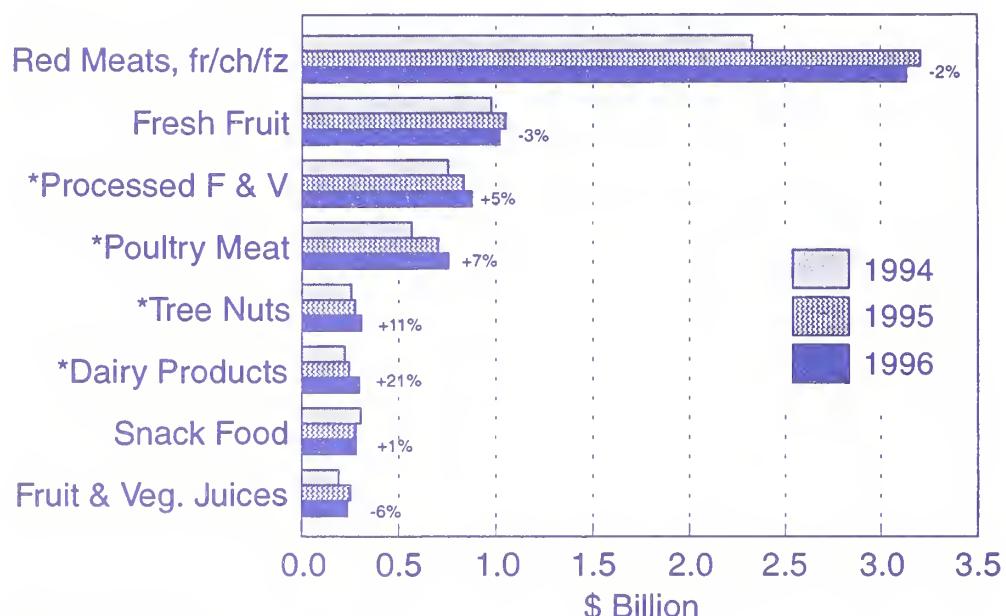
\$Billion



Note: \* Indicates record export year

## U.S. Agricultural Trade: PAC RIM

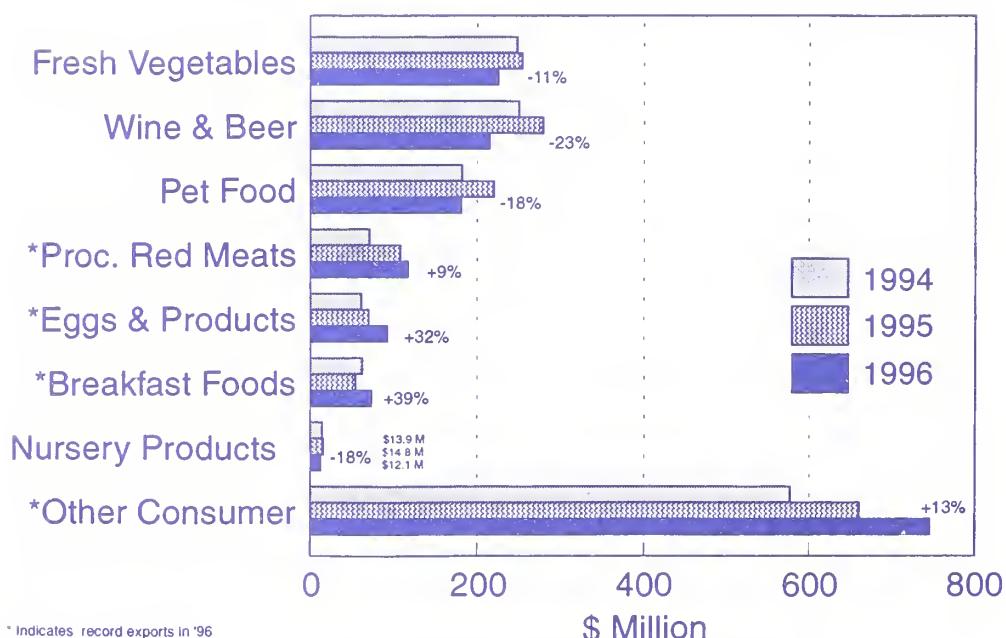
### *Consumer-Oriented Trend 94-96*



Note: \* Indicates record exports in '96

## U.S. Agricultural Trade: PAC RIM

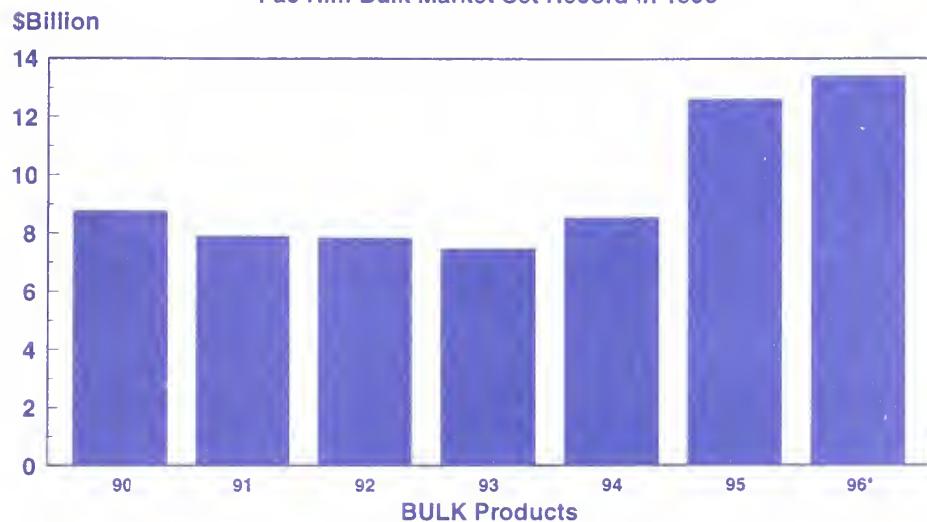
### *Consumer-Oriented Trend 94-96*



Note: \* Indicates record exports in '96

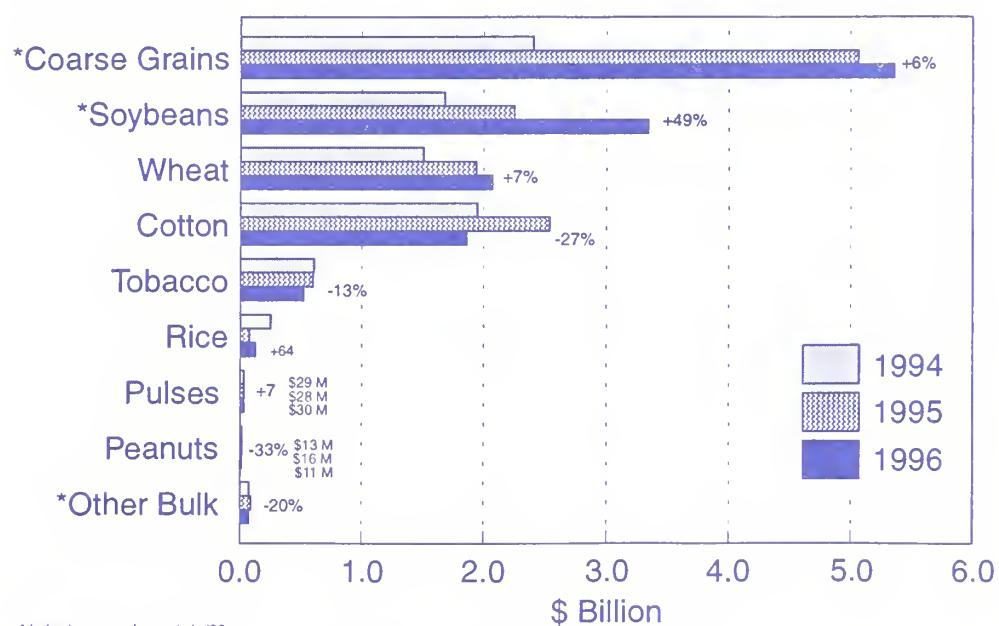
## U.S. Agricultural Trade: Pac Rim Bulk Products

Pac Rim Bulk Market Set Record in 1996



Note: \* Indicates record export year

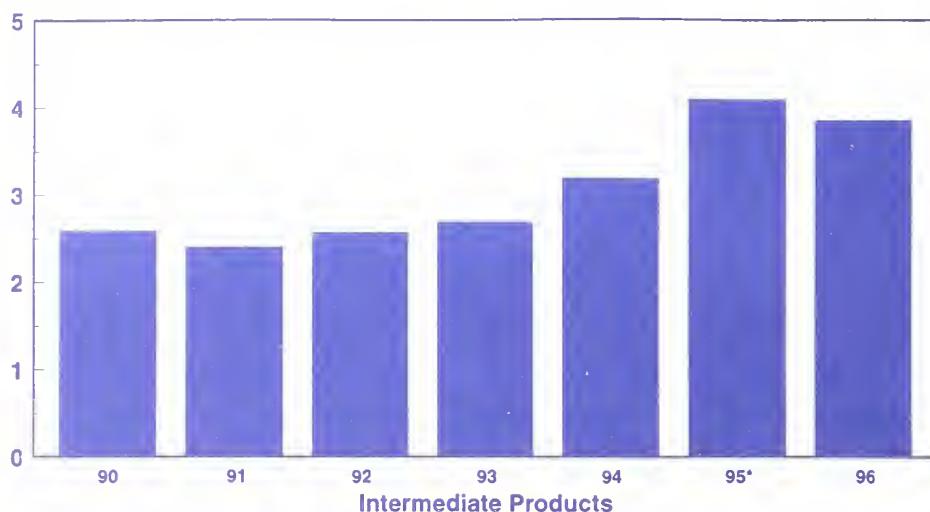
## U.S. Agricultural Trade: Pac Rim Bulk Trend 94-96



Note: \* Indicates record exports in '96

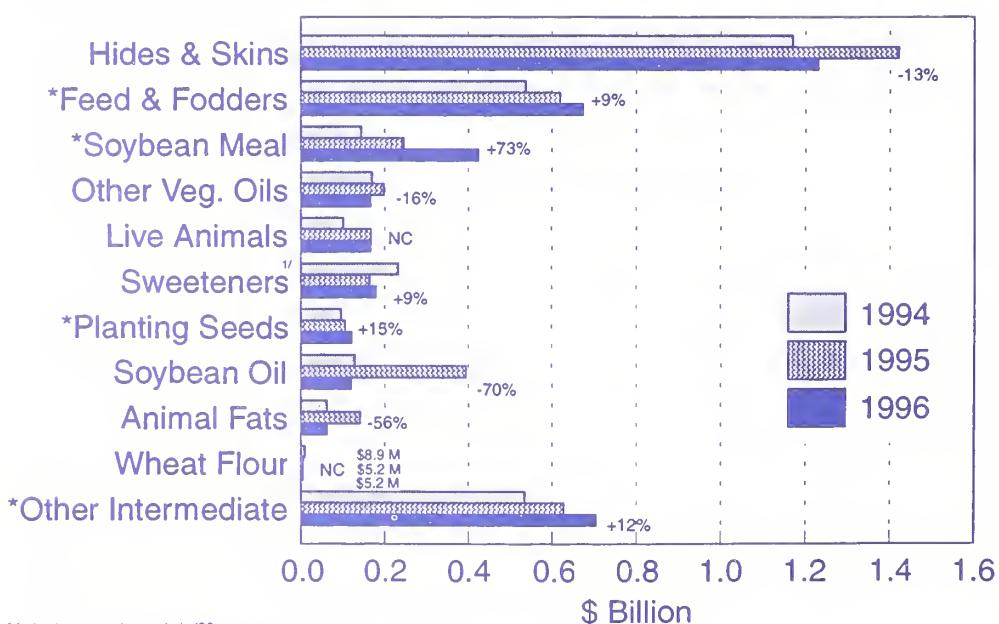
## U.S. Agricultural Trade: Pac Rim Intermediate Products

\$Billion



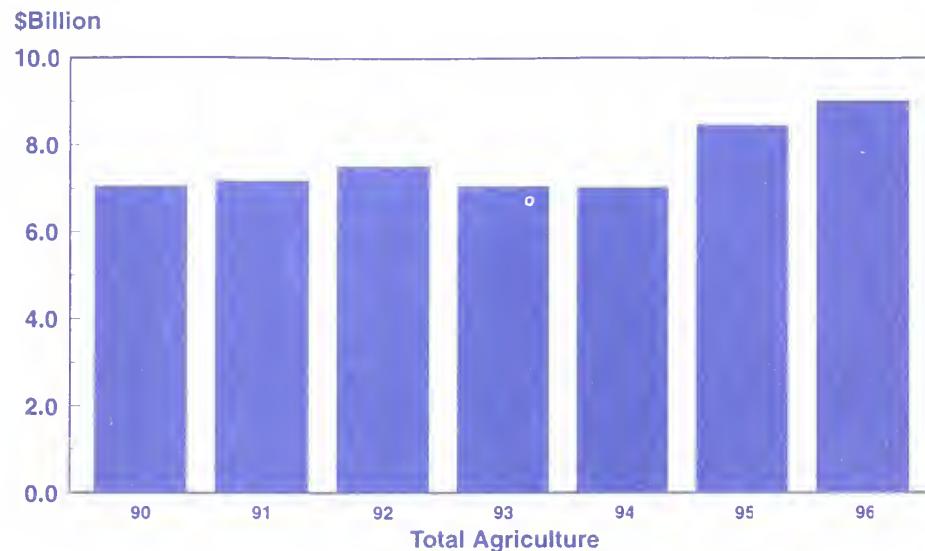
Note: \* Indicates record export year

## U.S. Agricultural Trade: Pac Rim Intermediate Trend 94-96

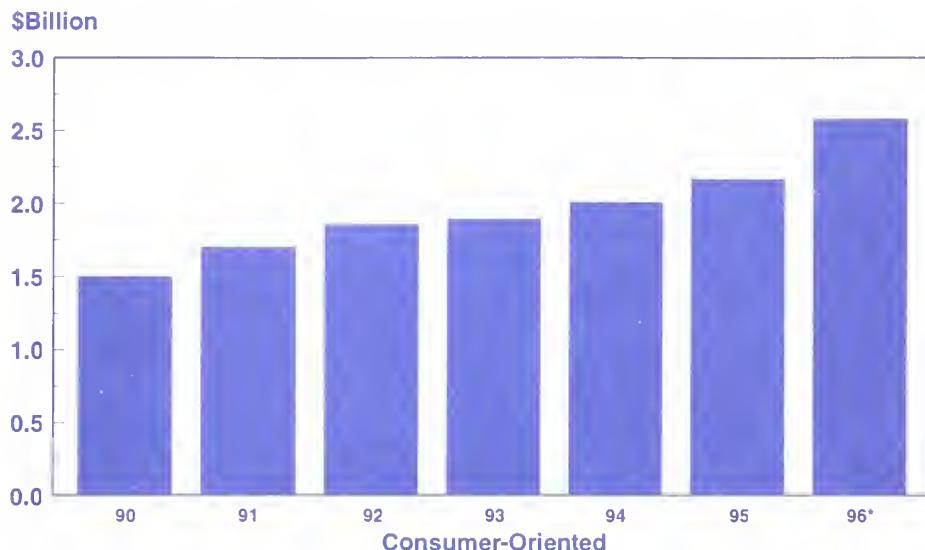


Note: \* Indicates record exports in '96.  
1/ Includes Sugars, sweeteners & beverage bases.

## U.S. Agricultural Trade: EU-15

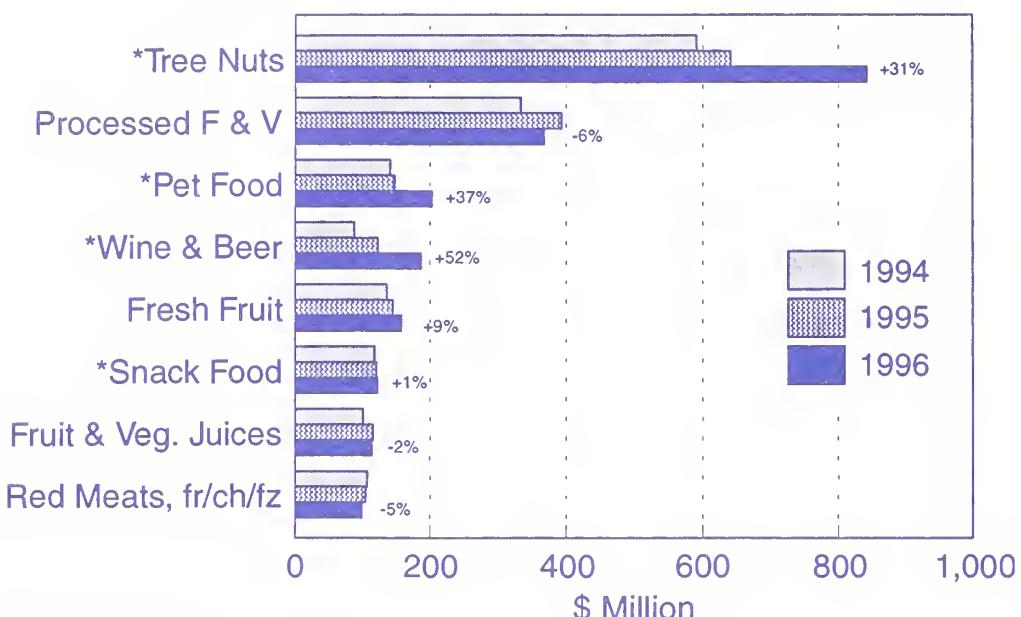


## U.S. Agricultural Trade: EU-15 *Consumer Foods*



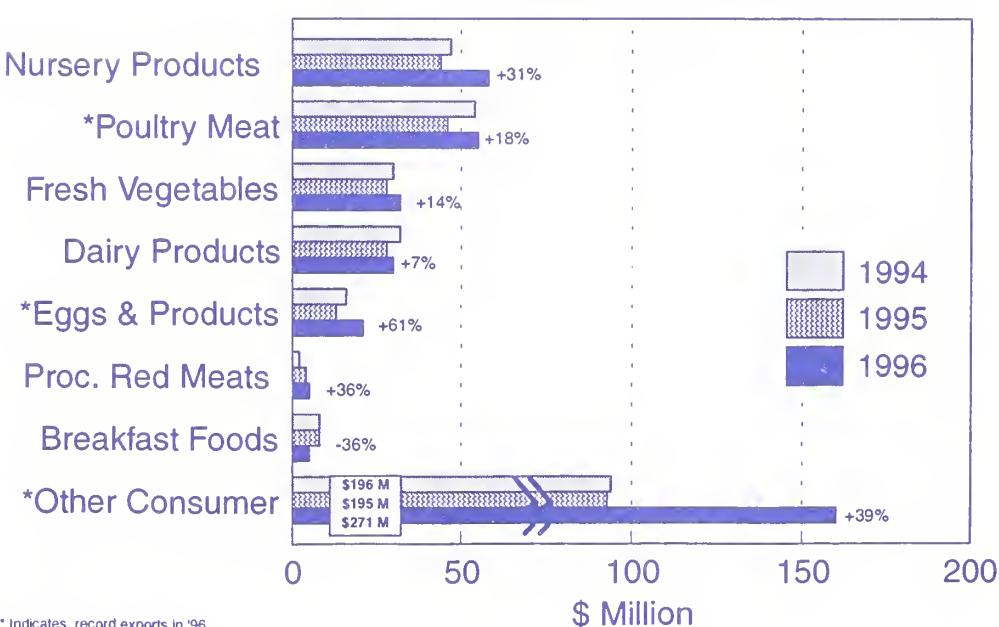
Note: \* Indicates record export year

## U.S. Agricultural Trade: EU-15 Consumer-Oriented Trend 94-96



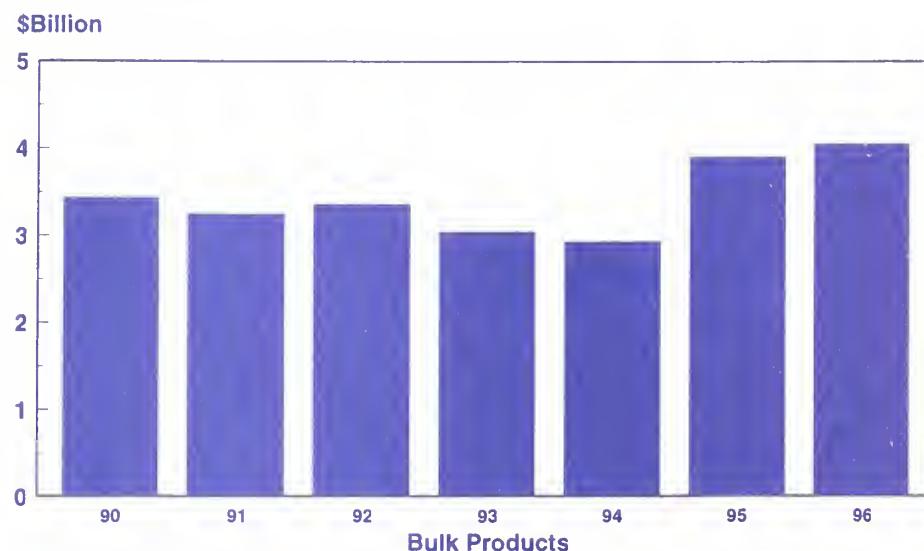
Note: \* Indicates record exports in '96

## U.S. Agricultural Trade: EU-15 Consumer-Oriented Trend 94-96

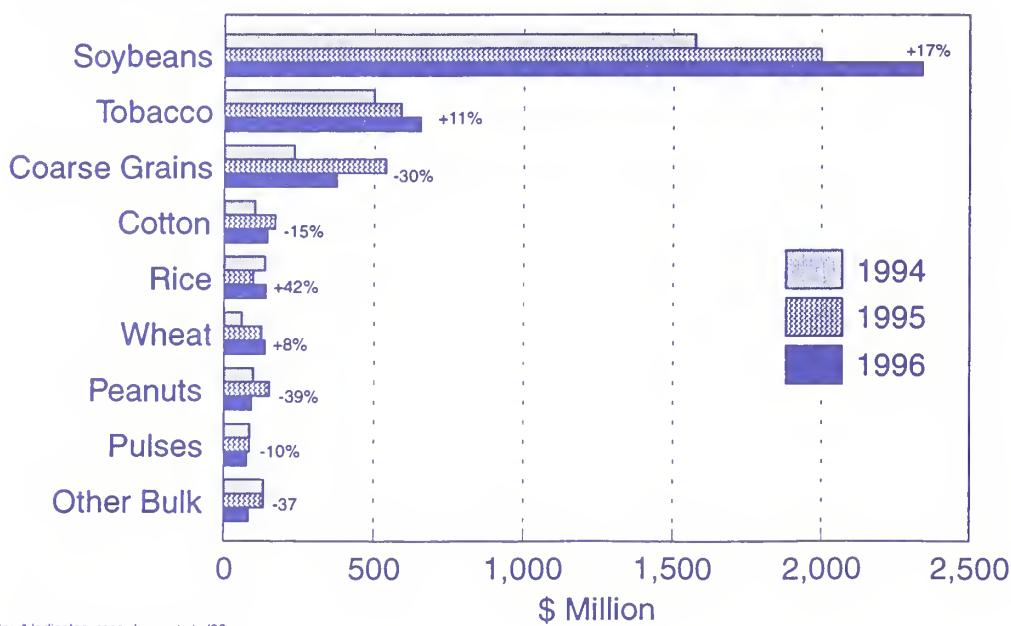


Note: \* Indicates record exports in '96

## U.S. Agricultural Trade: EU-15 *Bulk Products*



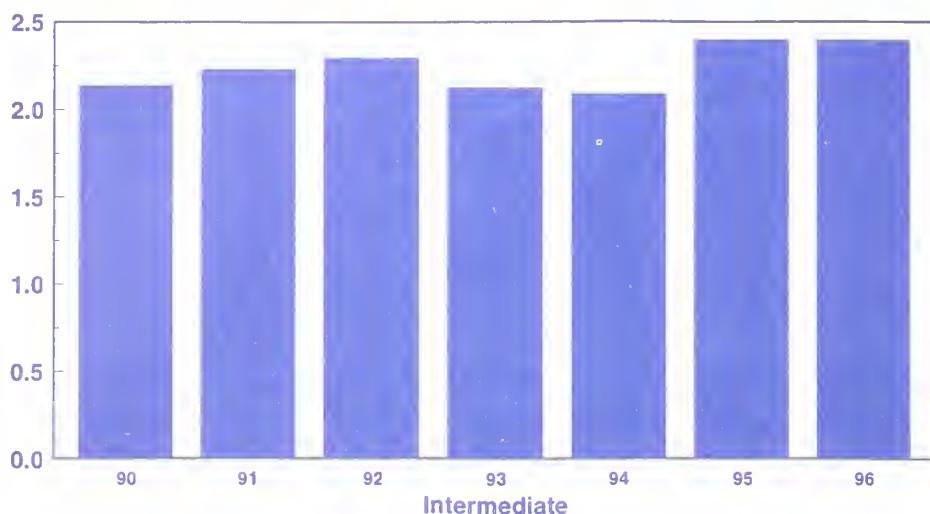
## U.S. Agricultural Trade: EU-15 *Bulk Trend 94-96*



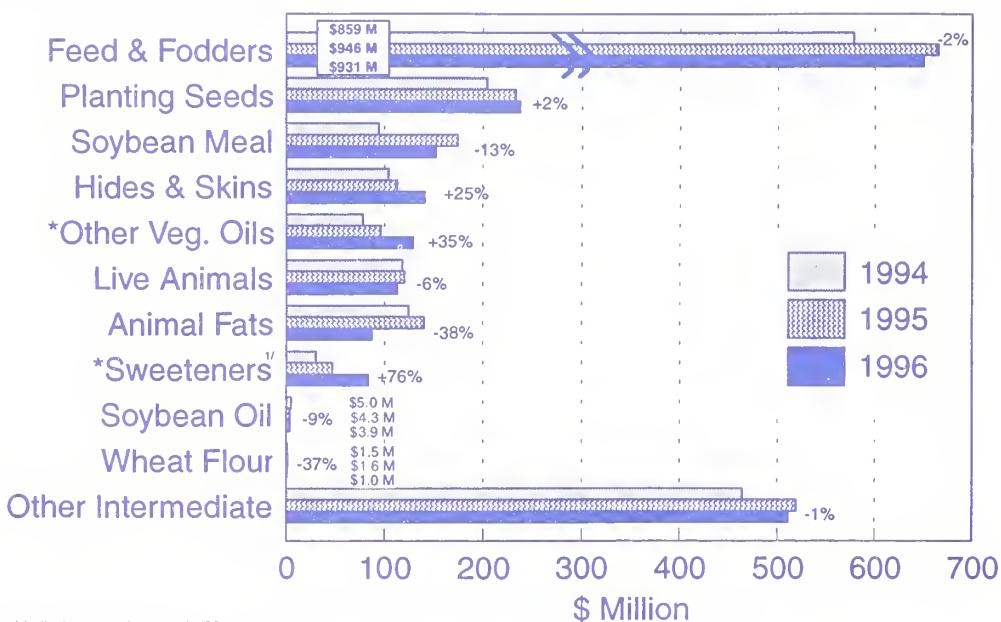
Note: \* Indicates record exports in '96

## U.S. Agricultural Trade: EU-15 Intermediate Products

\$Billion

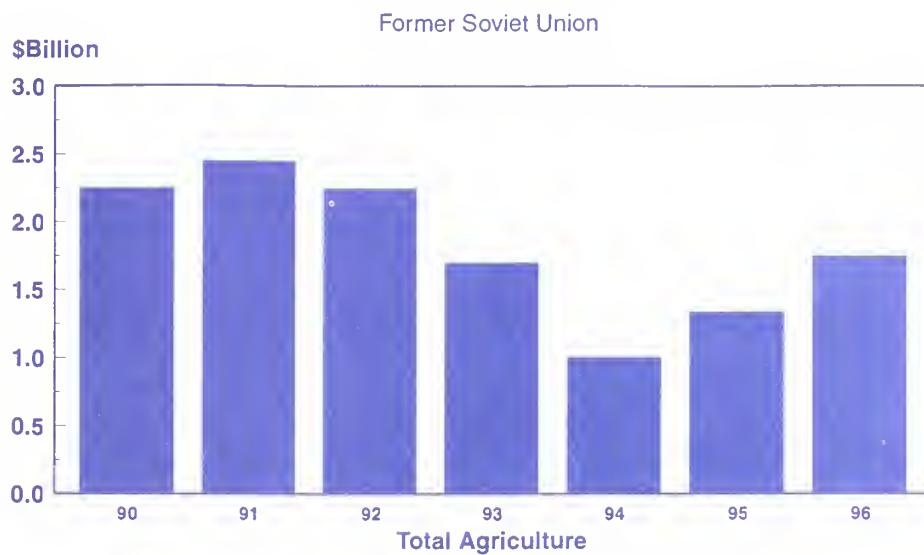


## U.S. Agricultural Trade: EU-15 Intermediate Trend 94-96

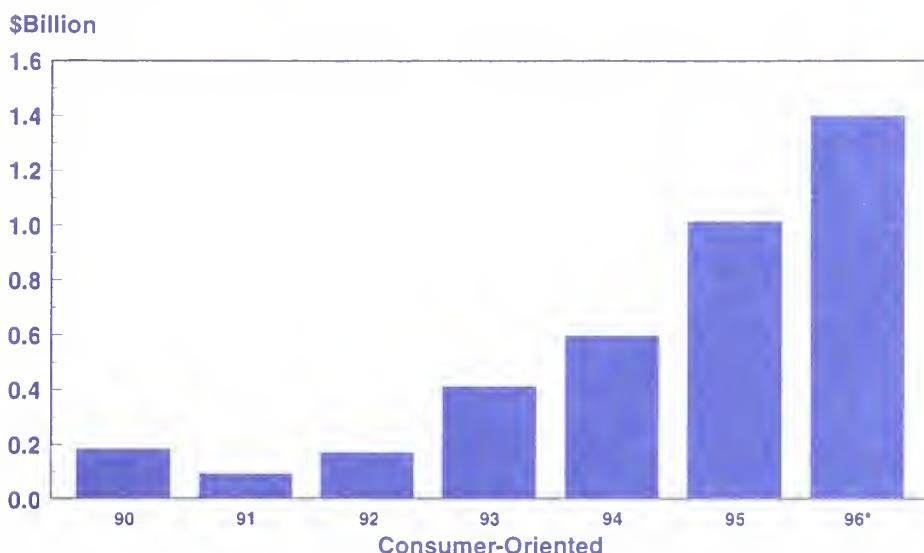


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1/ Includes Sugars, sweeteners & beverage bases.

## U.S. Agricultural Trade: FSU

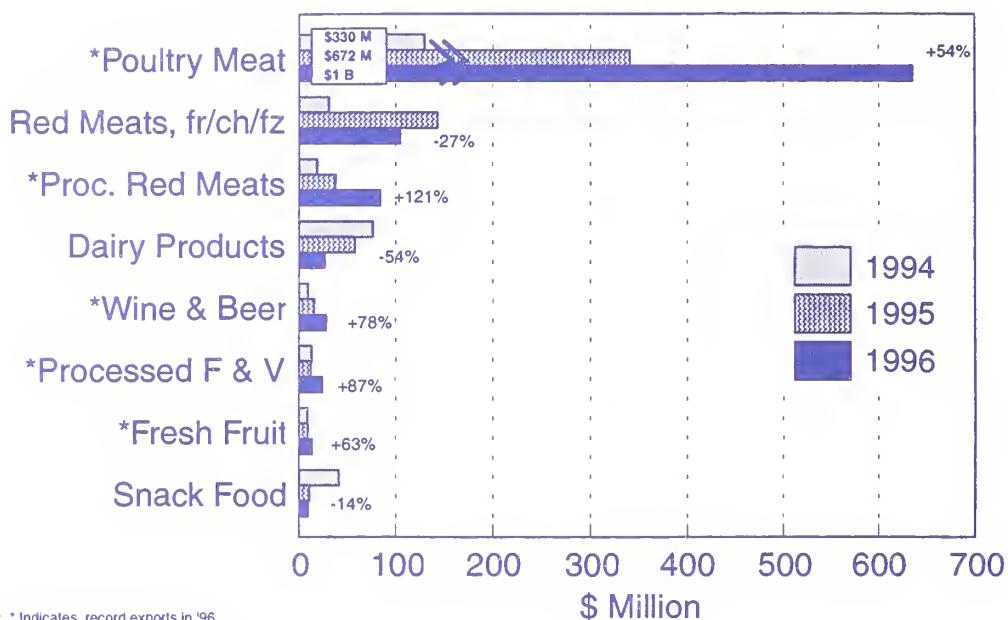


## U.S. Agricultural Trade: FSU *Consumer Foods*

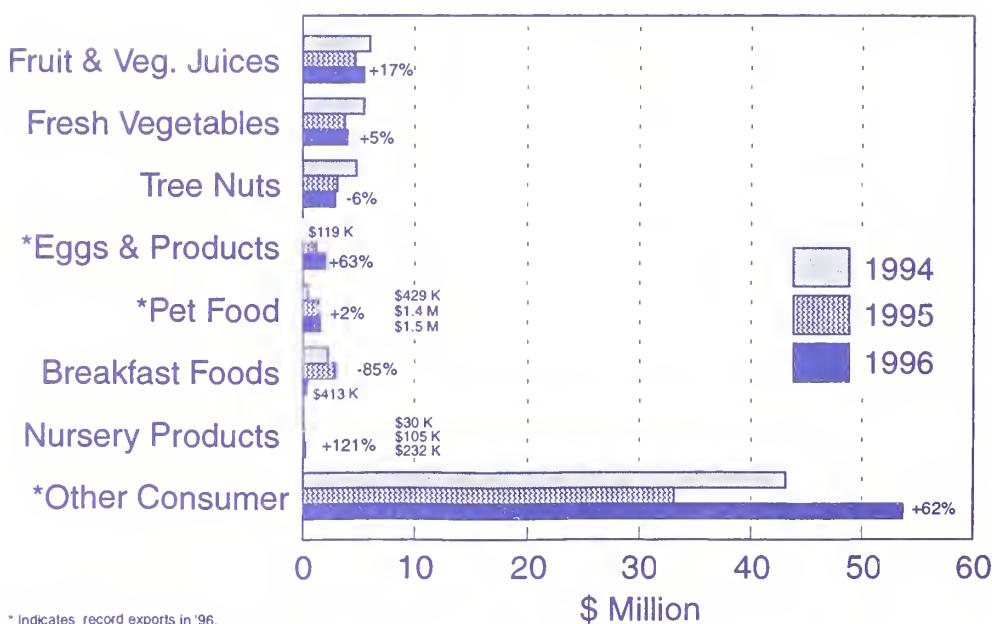


Note: \* Indicates record export year

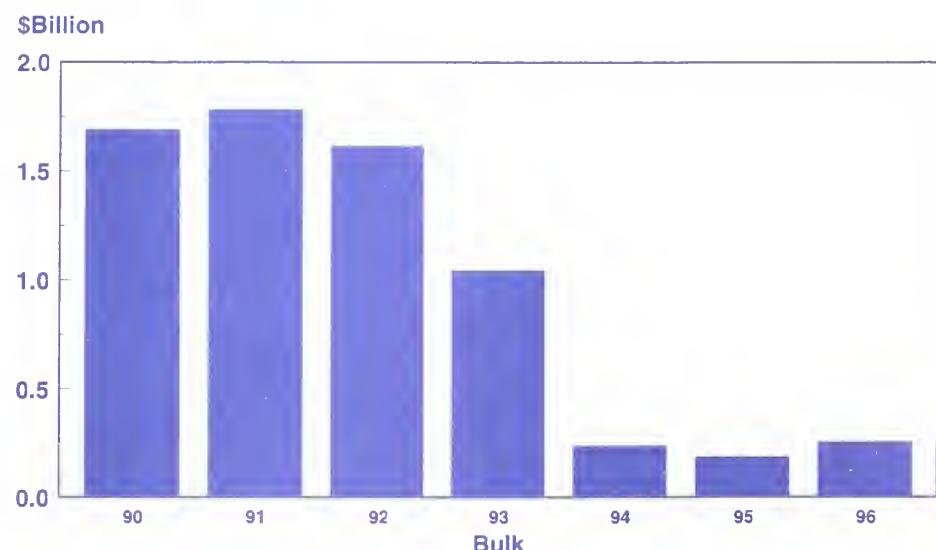
## U.S. Agricultural Trade: FSU Consumer-Oriented Trend 94-96



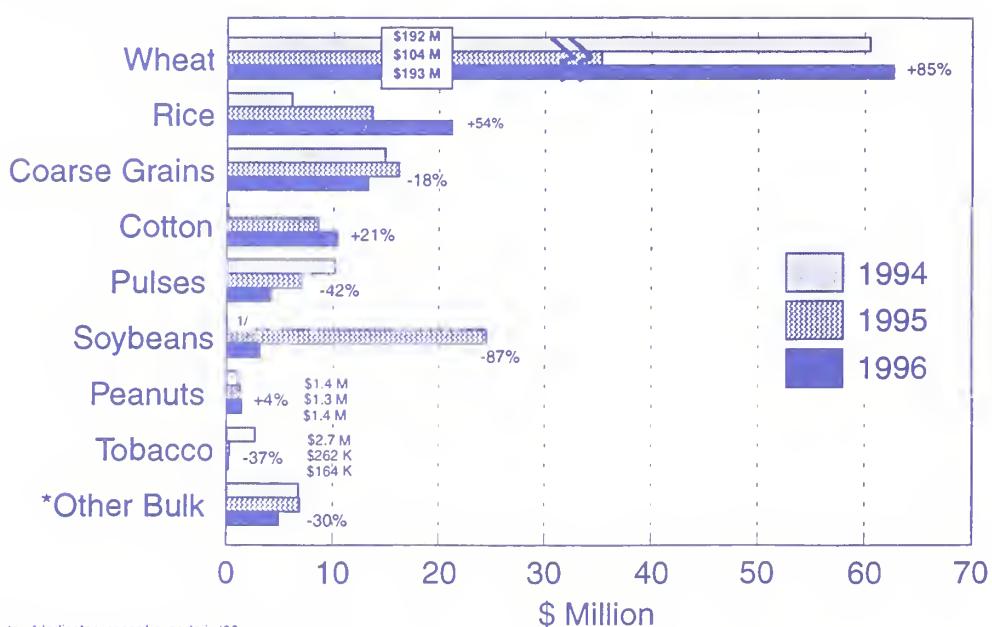
## U.S. Agricultural Trade: FSU Consumer-Oriented Trend 94-96



## U.S. Agricultural Trade: FSU Bulk Products

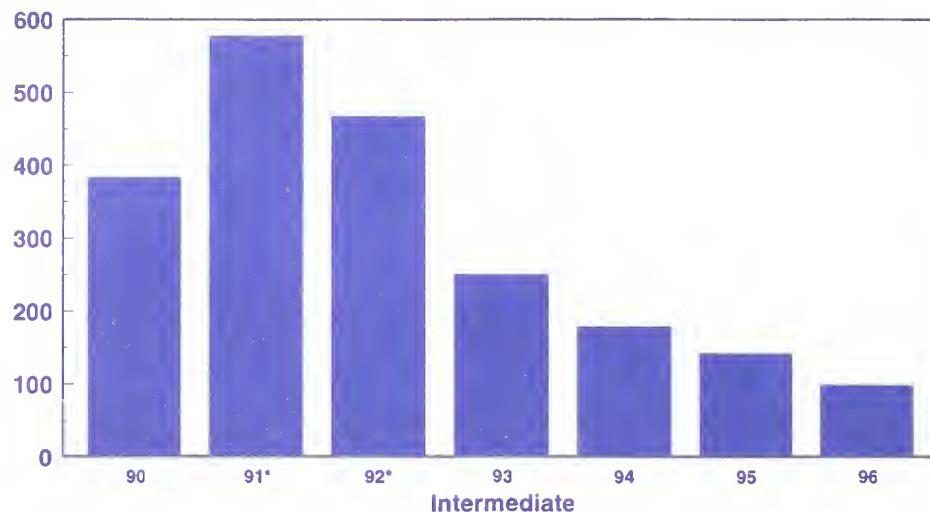


## U.S. Agricultural Trade: FSU Bulk Trend 94-96



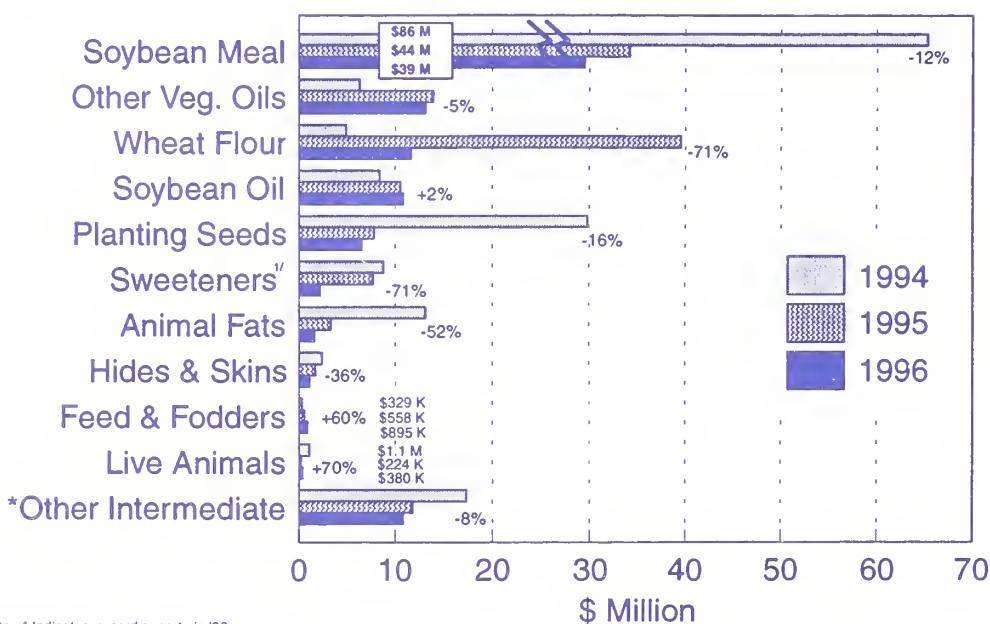
## U.S. Agricultural Trade: FSU Intermediate Products

\$Million



Note: \* Indicates record export year

## U.S. Agricultural Trade: FSU Intermediate Trend 94-96



Note: \* Indicates record exports in '96.  
1/ Includes Sugars, sweeteners & beverage bases.

## U.S. Agricultural Export Value by Region

Monthly and Annual Performance Indicators

	December			October-December			Fiscal Year			
	1995		1996	Chg	FY '96		FY '97	1996 -- \$Billion --	1997(f) -- \$Billion --	Chg
	-- \$Billion --				-- \$Billion --					
<b>Western Europe</b>	1.004	0.918	-9%		2.715	2.821	4%	9.275	9.3	0%
European Union 1/	0.974	0.899	-8%		2.616	2.706	3%	8.913	9.0	1%
Other Western Europe	0.030	0.019	-36%		0.099	0.114	15%	0.363	0.3	-17%
<b>Central &amp; Eastern Europe</b>	0.054	0.031	-42%		0.111	0.129	16%	0.399	0.4	0%
<b>Former Soviet Union</b>	0.160	0.161	0%		0.435	0.530	22%	1.650	1.9	15%
Russian Federation	0.117	0.118	1%		0.315	0.406	29%	1.235	1.5	21%
<b>Asia</b>	2.229	2.234	0%		6.891	6.898	0%	25.959	24.3	-6%
Japan	0.939	0.881	-6%		2.998	2.812	-6%	11.873	11.4	-4%
China	0.153	0.237	55%		0.514	0.778	52%	1.816	2.0	10%
Other East Asia	0.690	0.721	4%		2.074	2.206	6%	8.165	7.5	-8%
Taiwan	0.229	0.257	12%		0.698	0.735	5%	2.924	2.6	-11%
South Korea	0.328	0.338	3%		0.920	1.060	15%	3.710	3.3	-11%
Hong Kong	0.132	0.126	-5%		0.454	0.410	-10%	1.531	1.6	5%
Other Asia	0.448	0.395	-12%		1.305	1.102	-16%	4.104	3.4	-17%
Pakistan	0.037	0.030	-19%		0.155	0.113	-27%	0.394	0.3	-24%
Philippines	0.087	0.062	-29%		0.236	0.220	-7%	0.904	0.7	-23%
<b>Middle East</b>	0.229	0.195	-15%		0.677	0.609	-10%	2.537	2.1	-17%
Israel	0.049	0.046	-6%		0.146	0.137	-6%	0.626	0.5	-20%
Saudi Arabia	0.077	0.031	-60%		0.174	0.146	-16%	0.579	0.5	-14%
<b>Africa</b>	0.344	0.181	-47%		0.819	0.589	-28%	2.952	2.1	-29%
North Africa	0.259	0.113	-56%		0.568	0.368	-35%	2.071	1.4	-32%
Egypt	0.182	0.077	-58%		0.404	0.242	-40%	1.418	1.0	-29%
Algeria	0.044	0.011	-74%		0.086	0.065	-24%	0.313	0.3	-4%
Sub-Saharan Africa	0.085	0.069	-19%		0.251	0.221	-12%	0.881	0.7	-21%
<b>Latin America</b>	0.796	0.921	16%		2.276	2.762	21%	9.920	9.8	-1%
Mexico	0.379	0.480	26%		0.989	1.411	43%	5.005	5.5	10%
Other Latin America	0.417	0.441	6%		1.287	1.352	5%	4.915	4.3	-13%
Brazil	0.061	0.053	-12%		0.173	0.168	-3%	0.577	0.5	-13%
Venezuela	0.028	0.034	21%		0.090	0.119	32%	0.446	0.4	-10%
<b>Canada</b>	0.450	0.490	9%		1.465	1.606	10%	5.988	6.2	4%
<b>Oceania</b>	0.038	0.048	26%		0.120	0.130	8%	0.476	0.4	-16%
<b>World Total</b>	5.371	5.243	-2%		15.801	16.355	4%	59.795	56.5	-6%

Note: 1/ EU-15 includes the newest member states of Austria, Finland and Sweden.

FY 1997 forecasts (f) are based on USDA's "Outlook for U.S. Agricultural Exports," published February 24, 1997.

# U.S. Exports of Agricultural, Fish & Forest Products by Major Group

## Monthly and Annual Performance Indicators

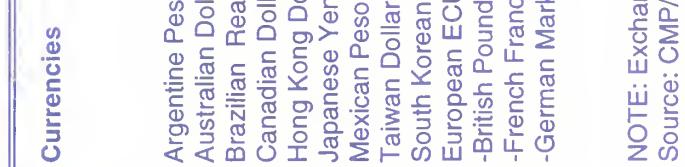
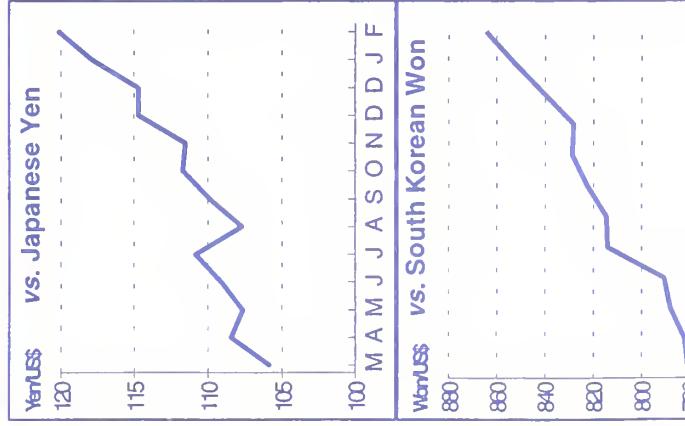
Export Values	December		October-December			Fiscal Year			
	1995	1996	FY '96	FY '97	1996	1997(f)			
	-- \$Billion --	Chg	-- \$Billion --	Chg	-- \$Billion --	Chg			
Grains and Feeds 1/	1.806	1.469	-19%	5.409	4.854	-10%	21.553	16.2	-25%
Wheat & Flour	0.555	0.254	-54%	1.734	1.118	-36%	7.032	3.6	-49%
Rice	0.094	0.129	37%	0.276	0.304	10%	1.004	1.0	-0%
Coarse Grains 2/	0.808	0.732	-9%	2.318	2.339	1%	9.338	7.3	-22%
Corn	0.664	0.657	-1%	2.058	2.093	2%	8.369	6.4	-24%
Feeds & Fodders	0.214	0.224	4%	0.657	0.670	2%	2.627	2.7	3%
Oilseeds and Products	0.944	1.330	41%	2.672	3.907	46%	9.670	10.7	11%
Soybeans	0.662	0.912	38%	1.784	2.797	57%	6.312	7.1	12%
Soybean Cakes & Meals	0.095	0.194	104%	0.271	0.463	71%	1.305	1.5	15%
Soybean Oil	0.027	0.054	102%	0.105	0.160	51%	0.272	0.5	84%
Other Vegetable Oils	0.080	0.083	4%	0.230	0.201	-13%	0.836	N/A	NA
Livestock Products	0.657	0.625	-5%	2.127	1.890	-11%	8.067	8.5	5%
Beef, Pork & Variety Meats	0.330	0.303	-8%	1.115	0.927	-17%	4.343	4.7	8%
Hides, Skins & Furs	0.127	0.136	7%	0.399	0.397	-1%	1.677	1.6	-5%
Poultry Products	0.248	0.232	-6%	0.714	0.815	14%	2.730	3.0	10%
Poultry Meat	0.216	0.197	-9%	0.616	0.712	16%	2.353	N/A	NA
Dairy Products	0.070	0.054	-23%	0.183	0.174	-5%	0.719	0.7	-3%
Unmanufactured Tobacco	0.141	0.115	-18%	0.434	0.432	-1%	1.393	1.4	1%
Cotton and Linters	0.494	0.351	-29%	0.972	0.684	-30%	3.028	2.6	-14%
Planting Seeds	0.087	0.121	39%	0.202	0.282	39%	0.727	0.8	10%
Horticultural Products	0.782	0.788	1%	2.614	2.781	6%	10.019	10.5	5%
Sugar & Tropical Products	0.141	0.158	12%	0.474	0.537	13%	1.886	2.1	11%
Forest Products 4/	0.574	0.592	3%	1.722	1.915	11%	7.060	N/A	N/A
Fish and Seafood Products 4/	0.178	0.157	-12%	0.628	0.658	5%	2.867	N/A	N/A
Total Agriculture	5.371	5.242	-2%	15.801	16.354	4%	59.792	56.5	-6%
Total Ag., Fish & Forest	6.123	5.991	-2%	18.150	18.927	4%	69.720	N/A	N/A
Export Volumes	---- MMT----		Chg	---- MMT----		Chg	---- MMT----		Chg
Grains and Feeds 1/	9.891	8.348	-16%	30.471	26.837	-12%	110.130	N/A	NA
Wheat	2.689	1.343	-50%	8.754	5.989	-32%	33.716	20.5	-39%
Wheat Flour	0.068	0.044	-36%	0.132	0.145	10%	0.470	0.6	28%
Rice	0.254	0.344	35%	0.773	0.786	2%	2.831	2.4	-15%
Coarse Grains 2/	5.599	5.325	-5%	16.872	16.290	-3%	58.656	55.0	-6%
Corn	4.677	4.770	2%	15.074	14.571	-3%	52.681	48.5	-8%
Feeds & Fodders	1.042	1.085	4%	3.231	2.999	-7%	12.065	12.4	3%
Oilseeds and Products	3.170	4.374	38%	9.144	12.706	39%	30.759	33.6	9%
Soybeans	2.439	3.313	36%	6.873	10.067	46%	22.372	24.4	9%
Soybean Cakes & Meals	0.433	0.710	64%	1.295	1.710	32%	5.445	6.0	10%
Soybean Oil	0.044	0.097	122%	0.168	0.289	72%	0.450	0.8	78%
Other Vegetable Oils	0.112	0.131	16%	0.325	0.305	-6%	1.146	N/A	NA
Livestock Products 3/	0.288	0.259	-10%	0.941	0.777	-17%	3.791	N/A	NA
Beef, Pork & Variety Meats	0.110	0.109	-2%	0.349	0.320	-8%	1.410	1.5	6%
Poultry Products 3/	0.222	0.182	-18%	0.619	0.667	8%	2.383	N/A	NA
Poultry Meat	0.217	0.178	-18%	0.606	0.650	7%	2.330	2.7	16%
Dairy Products 3/	0.056	0.029	-48%	0.125	0.089	-29%	0.445	N/A	NA
Unmanufactured Tobacco	0.022	0.022	1%	0.065	0.069	6%	0.218	N/A	NA
Cotton & Linters	0.275	0.202	-27%	0.543	0.396	-27%	1.703	1.5	-12%
Planting Seeds	0.057	0.159	178%	0.136	0.371	172%	0.665	N/A	NA
Horticultural Products 3/	0.589	0.534	-9%	1.838	1.829	-0%	7.139	7.5	5%
Sugar & Tropical Products 3/	0.087	0.083	-4%	0.283	0.336	19%	1.137	N/A	NA
Total Agriculture 3/	14.656	14.191	-3%	44.166	44.078	-0%	158.371	145.4	-8%

Notes: 1/ includes pulses, corn gluten feed and meal; 2/ includes corn, oats, barley, rye and sorghum; 3/ includes only those items measured in metric tons; 4/ items not included in agricultural product totals. N/A = not available.

FY 1997 forecasts (f) are based on USDA's "Outlook for Agricultural Exports," published February 24, 1997.

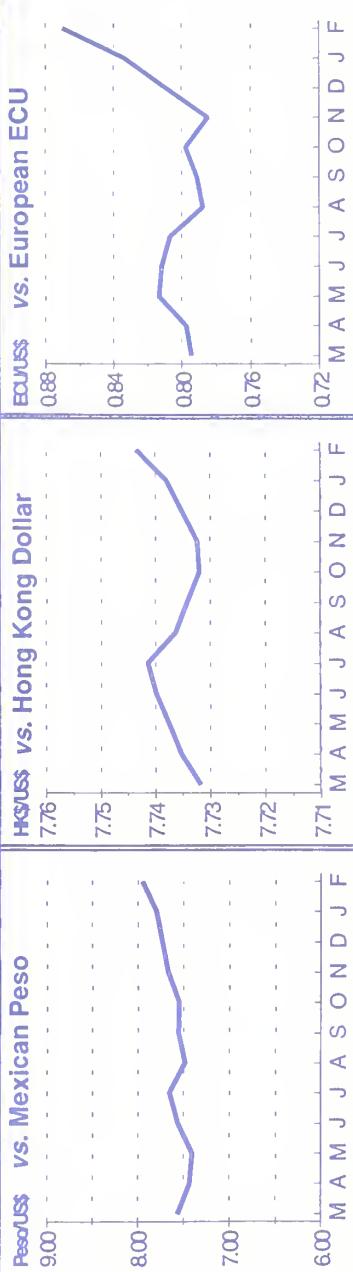
# Value Of U.S. Dollar Against Major World Currencies

## Daily Spot Quotations & Monthly Averages



Currencies	Current Rate 2/28/97	Month Ago 1/28/97	Year Ago 2/96	% Change Year Ago 2/96
Argentine Peso	.9988	.9988	.9996	-0.08
Australian Dollar	1.2847	1.3011	1.3165	-2.41
Brazilian Real	1.0509	1.0446	.9763	7.64
Canadian Dollar	1.3682	1.3402	1.3768	-0.62
Hong Kong Dollar	7.7435	7.7423	7.7313	0.16
Japanese Yen	119.62	120.95	104.58	14.38
Mexican Peso	7.9450	7.8150	7.5475	5.27
Taiwan Dollar	27.525	27.450	27.495	0.11
South Korean Won	864.20	858.40	782.00	10.51
European ECU	.87002	.83361	.78709	10.54
-British Pound	.6137	.6178	.6523	-5.92
-French Franc	5.7100	5.5550	5.0220	13.70
-German Mark	1.6897	1.6470	1.4653	15.31

NOTE: Exchange rates are daily spot quotes as of 3:00 PM Eastern Time, February 28, 1997.  
Source: CMP/OA/FAS Exchange Rate Database and Wall Street Journal.



# USDA Trade Show Calendar

## U.S. Food Export Showcase

May 4-7, 1997  
McCormick Place  
Chicago, IL

U.S. Food Export Showcase Management  
2751 Prosperity Ave., Suite 100  
Fairfax, VA 22031  
Tel: 703-876-0900  
Fax: 703-876-0904

## HOFEX '97

May 6-9, 1997  
Hong Kong Convention Center

- Number of visitors: 20,668  
Provides an excellent opportunity for companies to meet buyers from the wider Asian region.

Hong Kong Exhibition Services  
901-902, 9/F, Shiu Lam Building  
23 Luard Road  
Wanchai, Hong Kong  
Tel: 011-28041500  
Fax: 011-25283103

### USDA Contact:

Heather Grell  
Tel: 202-205-3771  
Fax: 202-690-4374  
E-mail: [grell@fas.usda.gov](mailto:grell@fas.usda.gov)

## Alimentaria '97

May 10-14, 1997  
Lisbon, Portugal

- An ideal launching pad for the Iberian Peninsula market (Portugal and Spain), as well as, European and North African Markets.

Office of the Agricultural Counselor  
Av. Das Forcas Armadas  
Lisbon, Portugal 1600  
Tel: 011-351-770-2358  
Fax: 011-351-726-9721

### USDA Contact:

Teresina Leslie  
Tel: 202-720-9423  
Fax: 202-690-4374  
E-mail: [leslie@fas.usda.gov](mailto:leslie@fas.usda.gov)

## Int'l Food Ingredients & Additives

May 27-29, 1997  
Tokyo, Japan  
Tokyo Int'l Exhibition Center, Ariake

- Number of visitors: 18,000  
IFIA Japan is the premiere ingredients and food additives event in Japan.

E.J. Krause & Associates, Inc.  
7315 Wisconsin Ave, Suite 450  
North Bethesda, MD 20814 USA  
Tel: 301-986-7800  
Fax: 301-986-4538

## World Food '97

June 3-7, 1997  
Moscow, Russia

- Number of visitors: 35,000  
The show attracts buyers from throughout Russia to see more than 850 exhibitors from 50 countries.

Comtek International  
43 Danbury Road  
Wilton, CT 06897  
Tel: 203-834-1122  
Fax: 203-762-0773

### USDA Contact:

Teresina Leslie  
Tel: 202-720-9423  
Fax: 202-690-4374  
E-mail: [leslie@fas.usda.gov](mailto:leslie@fas.usda.gov)

## Int'l Food & Hospitality '97

June 5-8, 1997  
Bangkok, Thailand  
Queen Sirikit Nat'l Convention Center

- Number of visitors: 15,000

Ellen Wong  
Commerce Tours Int'l, Inc.  
870 Market Street, Suite 920  
San Francisco, CA 94080  
Tel: 415-433-3072  
Fax: 415-433-2820

### USDA Contact:

Tobitha Jones  
Tel: 202-690-1182  
Fax: 202-690-4374  
E-mail: [joneste@fas.usda.gov](mailto:joneste@fas.usda.gov)

# ...Trade Show Calendar

## Taipei Int'l Food Industry Show

June 12-16, 1997  
Taipei, Taiwan

- Number of visitors: 65,000  
A well-established show in the third largest export market for U.S. consumer foods.

Alex Tu  
CETRA Exh  
Exhibition Department  
Taipei World Trade Center Exhibition Hall  
Room 2A-10, No. 5, Hsinyi Road, Sect. 5  
Taipei, Taiwan  
Tel: 011-886-2-725-1111 ext. 277  
Fax: 011-886-2-725-1959

### USDA Contact:

Joseph Hain  
Tel: 202-720-3425  
Fax: 202-690-4374  
E-mail: hain@fas.usda.gov

## Food & Hotel China

August 26-29, 1997  
Shanghai, China

- Number of visitors: 13,426  
An international show attracting exhibitors from 30 countries and thousands of high quality buyers from many provinces of China.

Ellen Wong  
Commerce Tours Int'l  
870 Market Street, Suite 920  
San Francisco, CA 94102  
Tel: 415-433-3072  
Fax: 415-433-2820

### USDA Contact:

Heather Grell  
Tel: 202-205-3771  
Fax: 202-690-4374  
E-mail: grell@fas.usda.gov

## SIAL Mercosur

August 26-29, 1997  
Buenos Aires, Argentina  
Municipal Exhibition Center

- A first-time show-targeting Mercosur, the unified market of Brazil, Argentina, Paraguay and Uruguay, representing 200 million potential consumers.

Julie Halas  
IMEX Management, Inc.  
6525 Morrison Boulevard, Suite 402  
Charlotte, NC 28211 USA  
Tel: (704) 365-0041  
Fax: (704) 365-8426

### USDA Contact:

Karl Hampton  
Tel: (202) 690-0188  
Fax: (202) 690-4374  
E-mail: hampton@fas.usda.gov

## Fine Food '97

September 7-10, 1997  
Sydney, Australia  
Exhibition Center

Australian Exhibition Services Pty. Ltd.  
Illoura Plaza, 424 St. Kilda Road  
Melbourne, Victoria 3004  
Tel: 011-03-98674500  
Fax: 011-03-98677981

### USDA Contact:

Gary Fountain  
Tel: 202-720-7417  
Fax: 202-690-4374  
E-mail: fountain@fas.usda.gov

## POLAGRA '97

October 2-7, 1997  
Poznan, Poland

- Number of visitors: 232,000  
Poland is one of the most dynamic markets in Central Europe with 40 million people and a growing economy.

Agricultural Office  
American Embassy  
Al. Ujazdowskie 29/31  
00-540 Warsaw, Poland  
Tel: 011-4822-621-3926  
Fax: 011-4822-628-1172

### USDA Contact:

Maria Nemeth-Ek  
Tel: 202-720-3623  
Fax: 202-690-4374  
E-mail: nemeth@fas.usda.gov

# ...Trade Show Calendar

## ANUGA '97\*

October 11-16, 1997  
Cologne, Germany

- Number of visitors: 350,000  
The largest show in the world for the promotion of food and beverage products.

Teresina M. Leslie  
USDA Foreign Agricultural Service  
Room 4646-South Building  
14th Street & Independence Avenue, S.W.  
Washington, DC 20250-1052  
Tel: 202-720-9423  
Fax: 202-690-4374  
E-mail: leslie@fas.usda.gov

## Food & Hotel Vietnam '97

November 5-8, 1997  
Ho Chi Minh City, Vietnam  
HIECC

Export Promotion Services Agency  
1205, Home Place Office Bldg.  
283/62 Sukhumvit 55 Rd.  
Bangkok 10110  
Tel: 011-662-712-7257  
Fax: 011-662-712-7266

### USDA Contact:

Tobitha Jones  
Tel: 202-690-1182  
Fax: 202-690-4374  
E-mail: joneste@fas.usda.gov

## Food & Hotel Philippines

February 18-21, 1998  
Manila, Philippines

- The Philippines continues to emerge as one of the brightest prospects in Asia for growth in U.S. consumer-oriented foods exports.

Ellen Wong  
Commerce Tours International  
870 Market Street, Suite 920  
San Francisco, CA 94102  
Tel: 415-433-3072  
Fax: 415-433-2820

### USDA Contact:

Joseph Hain  
Tel: 202-720-3425  
Fax: 202-690-4374  
E-mail: hain@fas.usda.gov

## \*USDA Sponsored Shows:

USDA is involved in all aspects of show management and provides related services, including:

*Assistance in sample product shipment, rental of floor space, booth design/layout, and marketing the show to potential exhibitors (primarily via mass mailing, invitations to special events, printing show directory) and hotel reservations for show participants.*

USDA staff from Washington and the local U.S. Embassy provide support to exhibitors.

## USDA Endorsed Shows:

USDA recommends these as best avenues to enter prospective market for consumer-oriented foods, and provides limited services related to these shows, including:

*Marketing, mailing advertising material, referral to show organizer, setting up information booth or national pavilion, pre-show promotion, invitation of potential buyers.*

Recommendation is based on market potential and commitment of USDA staff in the overseas posts. USDA staff overseas provides most of the related services.

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Springfield, VA 22161

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